



Unit Plan Annual Narrative (2007-2008)

Directions: Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

Department/Unit: Career Services

Unit Administrator: Dr. Kristie Rankin

Date: 5/30/2008

A. Unit Description

In keeping with the Lawson State Community College Mission Statement, the Office of Career Services seeks to prepare students for employment or career advancement. The unit's current achievements include the success of the 2008 Career and Wellness Fair, hosted in conjunction with Student Health, as well as the College Transfer Day Fairs that were held on both campuses. Additionally, this unit aided in the Student Mentoring Program, which falls under the auspices of the Office of Student Support Services. There are no Instructional Units within this division.

B. Unit Effectiveness

The staff consists of Dr. Kristie Rankin, and occasionally a work-study student for the Bessemer Campus. Ms Chandra Tims is available for clerical assistance, but is officially assigned, by job description, to the Office of Student Financial Aid. Despite this fact, the Office of Career Services remains quite productive. This year's Career and Wellness Fair saw over 400 persons attending with 71 vendors participating. Our online resume service, Optimal Resume® has seen an increase in usage of 126% over the past 12 months and Dr. Rankin has reviewed, edited and approved approximately 220 resumes in the same timeframe. Student placement rates remain within the standards set by the federal Perkins Grant requirements and student satisfaction rates (Vocational guidance/Career Planning) have improved steadily since 2005. In December 2005, the combined rating of **Excellent/Good** was at 57% with an 8.7% ranking of **Poor** for Career Services. In December of 2007, the combined rating for **Excellent/Good** was at 70.7% with only a 2.4% **Poor** rating. However, even a rating of 2.4% is too high. It is the hope of this unit that with the establishment of regular office hours on both campuses for Dr. Rankin and other planned improvements that this percentage will drop even further.

C. Value Added

The Office of Career Services serves as an integral part of the Office of Student Life and in support of the Office of Student Services. Additionally, this Office acts as a resource to the Instructional Division of the College. By serving as a liaison between business and industry and the College, this Office has built a network of employers who are more than willing to collaborate with the College on a myriad of levels as well as gladly provide employment opportunities to our students. Further, this Office provides one-on-one career counseling, interview preparation, resume assistance, and other invaluable career-related resources to not only current students, but to alumni of both Lawson State Community College and the former Bessemer State Technical College. Along with the day-to-day duties of the Career Services Office, Dr. Rankin also teaches PSY 100 (Orientation), assists with new student advising and registration and serves on or chairs various standing committees. This unit also serves as a data gathering resource for the placement section of the Perkins Report.

One area in need of improvement is the offering of career related seminars to students. It is the plan of this unit to reestablish these in the near future. Additionally, the lack of technology resources is another area that needs to be addressed. It is recommended that at least four computers be purchased for the Birmingham Campus location. It is also recommended that a new online career assessment program be purchased. (The current online resume builder, Optimal Resume®, is provided free of charge Lawson State Community College due to HBCU status, and therefore is not a budget consideration for the college.)

D. Projections

Currently, Dr. Kristie Rankin is the only full-time employee designated to Career Services. This requires Dr. Rankin splitting time between the two campuses. She has offices on both campuses and has regular office hours for each. There is a computer lab in the Career Services Center on the Bessemer Campus however, there are none available in the Birmingham Career Services Center. There is a definite need for these computers, as well as a new career assessment tool (i.e. skills/interest inventory). This type of inventory allows for computerized testing of individuals who are undecided about their majors/career options and can be administered to several students at one time. Additionally, these are essentially self-administered which allows for more students to be served than would be by mere individual counseling sessions. Individual sessions can be conducted to go over test results. The Career Center libraries also need updated materials.

Continued professional development in the area of Career Counseling, workforce/labor trends, and other such subject matter will be necessary to maintain the appropriate skill level.



Unit Plan Annual Narrative

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Department/Unit: Student Life/Career Services

Unit Administrator: Charlsie Cook

Date: 6/9/08

The mission of Career Services is to assist students with career planning and evaluation, job readiness, internships and portfolios while providing up-to-date information on career opportunities with local, state, national and international employers. This mission is connected to the Institutional Goal 4 – To maintain a comprehensive exemplary Student Services Division and Institutional Goal 8 – To maintain a model program for economic development and workforce training.

College Transfer Days were held on Birmingham and Bessemer campuses. Twenty colleges were represented.

Career and Wellness Day was held on the Bessemer campus with over 400 persons in attendance and 71 vendors participating. This combined effort proved most successful for this year.

Job announcements are posted monthly on the website and throughout the campuses. Resume writing and business workshops were conducted for technical and career students. After reviewing surveys, over ninety percent of the students received services and rated their satisfaction very positive. Our online resume service, Optimal Resume® has seen an increase in usage of 126% over the past 12 months.

Career planning is a developmental process of the student. Therefore, as a part of the educational experience, career counseling and placement services must be available during the entire period of a student's academic involvement. This encompasses activities such as developing and teaching career planning courses; career counseling of individuals and of groups, including the development of decision-making skills important for life-long planning; maintaining career information libraries, as well as sponsoring career information programs. Optimal placement of the student in employment or further professional preparation is the prime objective of the career planning process. Job Development at Lawson State Community College is a continuous process for all students. It is imperative that career counseling and placement be combined as an integrated function.

The recommendation for this unit is to provide career planning services for new students to insure a successful match with his/her program of study. Career counseling and placement should have the organizational capacity to share knowledge of labor market trends and employment requirements with the faculty to assist in curriculum development and student advising.

The staff assigned to this unit is one full time coordinator and a part-time counselor. The need for this unit is to update the computers in labs on both campuses. Also, there is a need to create a career service website.

Institutional Effectiveness Unit Plan (Phase I) for 2007-08

Directions: Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

Unit : Career Services

Unit Administrator: Dr. Kristie Rankin

Unit's Mission: The mission of Career Services is to assist students with career planning and evaluation, job readiness, internships and portfolios while providing up-to-date information on career opportunities with local, state, national and international employers.

Number each Outcome in each column	A. Unit Outcomes (3-5) Should be measurable. Use percentages where possible. <u>Be brief.</u>	B. Outcomes Link to Institutional Goals & Strategic Indicators List the goal numbers and the corresponding Strategic Indicator letters (i.e., Goal 1; Indicators B & C; Goal 2; Indicators A-C, etc.)	C. Methods of Assessing the Outcome List what methods you plan on using to measure each outcome (i.e., exit exam results, portfolios, surveys, board exams, etc.)	D. Budget Implications If your outcome has budget implications (costs that will exceed \$499), list them here
	1. 87.5 % completers employed or continuing education	1. Goal 8; Indicators A & D	1. CAPP Report data	1. None noted
	2. 70% of completers employed in field	2. Goal 8; Indicators A & D	2. CAPP Report data	2. None noted
	3. 90% positive student satisfaction rate for unit	3. Goal 2; Indicator A & E	3. Student satisfaction surveys	3. None noted
	4. Post a minimum of 45 new jobs per month in Career Services Center	4. Goal 8; Indicator A	4. Career Services Activity log/job postings files	4. None noted
	5. Increase participation at Career Fair by 25% (including both attendance and vendors.)	5. Goal 2; Indicator D Goal 8; Indicators A & B	5. Career Fair sign in sheets/vendor logs	5. None noted

Unit Plan--Part II: Directions : As noted on page one of this plan, complete columns E & F at the end of the planning cycle in the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

E. Actual Results Obtained—

1. Only partial data available at this time. The CAPP Report is not due in its entirety until October.
2. Only partial data available at this time. The CAPP Report is not due in its entirety until October.
3. Goal met: In December 2005, the combined rating of **Excellent/Good** was at 57%, with 34% **Satisfactory** and 8.7% ranking of **Poor** for Career Services. In December of 2007, the combined rating for **Excellent/Good** was at 70.7% with 27% **Satisfactory** and only a 2.4% **Poor** rating. However, even a rating of 2.4% is too high. It is the hope of this unit that with the establishment of regular office hours on both campuses for Dr. Rankin and other planned improvements that this percentage will drop even further.
4. Goal met: At least 45 new jobs were posted per month in this plan's cycle.
5. Goal met. There were approximately 400 visitors to this year's event with 71 vendors combined (career and health). In 2007, there were approximately 150 in attendance with 27 career fair vendors. *Note: 2008 was the first year for the combined Career and Wellness Fair.

F. Use of Results—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE:** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.

1. Increase faculty/staff awareness of job search resources which are available in order for them to pass this knowledge along to students they encounter. While not all students will come to the Career Center, they will interact with faculty/staff regularly. Mechanism by which data are obtained has been updated to increase student response rate and to ensure more accurate reporting. This includes distributing the follow-up surveys at graduation rehearsal and other similar graduate events to reach more of the completers. Continue to provide up-to-date transfer information to students who wish to further their educations. Continue to host College Transfer Days on both campuses and to encourage all students, not just the general education students, to attend these events.
2. Increase student awareness of various careers in their field as well as ways to find openings. Continue networking with business and industry representatives to gather more infield hiring resources for students. Continue to study current and future labor market trends and pass on information to faculty and students to increase awareness of the direction of the job market in their chosen programs of study.
3. Survey results indicated that not all students were aware of the services available to them through this unit. Increase awareness of services on both campuses. Increase the amount of services provided on both campuses. This will be accomplished by establishing a Career Services website on the Lawson State website, providing more career related seminars, introduction of Career Services incorporated into the PSY 100 curriculum and other such activities.
4. Continue to gather more resources for job postings. Continue to network to form relationships with local business and industry to insure we are a primary contact when positions become available. Continue to increase number of postings for both campuses and make these postings available electronically when appropriate (i.e. via Blackboard) Actively solicit business and industry and make use of colleges recruiting tools to get the Lawson State name out to potential employers and to better diversify the variety of openings posted.
5. Continue to solicit more vendors for the event. Incorporate Career Fair information on the Career Services website, which is currently under development. Better advertise event to student body and general public via use of electronic messaging, flyers, faculty word of mouth, Lawson State Public Relations and other such resources.

**LAWSON STATE COMMUNITY COLLEGE
STUDENT PERCEPTION SURVEY FOR SACS
MERGED COLLEGE
SURVEY RESULTS**

1. Academic advising

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	33.3	37.2	20.0	7.6	1.9	205
Dec 2006	40.0	39.4	14.3	4.0	2.3	269
Dec 2007	45.0	36.1	13.3	2.4	3.2	231

2. Personal counseling services

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	21.9	41.9	19.1	7.6	9.5	205
Dec 2006	30.3	36.6	13.7	5.7	13.7	269
Dec 2007	40.2	34.1	14.1	2.4	9.2	230

3. Vocational guidance/career planning services

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	21.4	35.9	21.4	8.7	12.6	203
Dec 2006	30.0	33.7	17.8	3.4	14.9	268
Dec 2007	37.0	33.7	15.7	2.4	11.2	230

4. Job placement services

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	18.3	19.2	26.0	7.7	28.8	204
Dec 2006	24.6	25.7	20.6	3.4	25.7	268
Dec 2007	31.3	26.1	17.7	1.6	23.3	228

5. Financial aid services

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	30.7	32.7	23.1	4.8	8.7	204
Dec 2006	38.3	34.9	13.1	4.6	9.1	269
Dec 2007	38.2	33.7	15.3	7.6	5.2	229

6. Pell grant assistance

	Excellent	Good	Adequate	Poor	Not Applicable	Number
Dec 2005	36.5	31.7	15.5	1.9	14.4	204
Dec 2006	37.7	30.3	10.3	5.1	16.6	269
Dec 2007	41.8	29.3	13.7	5.2	10.0	228

34. Student Support Tutorial Services were available when needed.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	30.5	64.1	3.3	2.2	289
May 2007	33.1	58.5	4.2	4.2	213
May 2008	30.7	57.7	5.78	5.8	230

35. The Student Government Association is very active.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	26.1	62.0	7.6	4.3	286
May 2007	27.2	61.0	5.9	5.9	213
May 2008	26.3	61.3	7.3	5.1	227

36. Counseling staff is very concerned about my well being.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	31.5	62.0	4.3	2.2	285
May 2007	29.6	55.1	10.2	5.1	212
May 2008	32.2	56.2	8.0	3.6	226

37. Career planning and placement services were provided.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	29.4	63.0	4.3	3.3	287
May 2007	28.2	57.6	7.6	7.6	215
May 2008	29.2	56.9	9.5	4.4	227

38. The college offers many cultural events and programs.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	33.7	56.5	8.7	1.1	287
May 2007	27.9	58.5	10.2	3.4	211
May 2008	27.1	64.2	5.8	2.9	227

39. The social climate at the college is friendly.

Date	Strongly Agree	Agree	Disagree	Strongly Disagree	Number
May 2006	38.1	56.5	5.4	0.0	289
May 2007	29.6	63.6	3.4	3.4	213
May 2008	58.4	67.2	2.2	2.2	229

Revised: 1/18/05

Senior Mock Interview Rubric

Student: Storey

		4 - Excellent	3 - Good	2 - Acceptable	1 - Poor	Rating	Comments
Pre-Interview	Professional	made contact and was prepared with potential time, date, and location. Used manners well and was enthusiastic	made contact and asked about a potential time, date, and location. Used manners	made contact and asked about potential time, date, and location	called and said they had to do an interview	4	
	Punctual		a little early	on time	late	4	
Interview	Organized	had all materials, including a list of questions, prepared in a folder	had all materials, including a list of questions	had all materials	was lacking some of the required information	4	
	Hand Shake	Firm, deep, and confident	Firm and deep	Somewhat firm	Weak	3	
	Eye Contact	Interested, steady, but not a stare.	Steady, but not a stare.	Inconsistent but fair.	Poor, glazed, or none.	3	
	Appearance	Business suit, tie, jacket. Non-revealing	Slacks, skirt, dress shirt and shoes. Non-revealing	Nice, clean jeans, dress shirt and shoes.	Jeans, t-shirt, casual shoes.	4	
	Manners	Perfect, regular.	Consistent	Periodic	None	4	
	Body Language	Consistently good posture and hand position, attentive nods, some gestures when answering.	Good posture and hand position, attentive nods, some gestures when answering.	Good posture and hand position.	Slacker	3	
	Enthusiastic	Constant smile, energetic, optimistic, positive	Smiles, energetic	Positive	Slacker	3	
Documentation	Cover Letter	Good structure, neatly typed, good grammar, thorough	Properly structured, typed, grammatically correct	Typed, correct spelling	Hand-written or none	3	
	Resume	Good structure, neatly typed, good grammar, thorough	Properly structured, typed, grammatically correct	Typed, correct spelling	Hand-written or none	3	
	References	3-5, varied, positions and contact information given	1-2, contact information given	Available upon request	none	4	
Answering	Appropriate	Educated answer	brief but educated	yes or no	non-verbal	3	
	Delay	none	brief	2-4 seconds	no answer	3	
	Length	Appropriate for the type of questions	some probing needed or slightly too long	very brief or wordy	none	3	
	Listening	Regular review or clarifying questions	Some review or clarifying questions	head nod and "uh-huh"	nearly asleep	4	
	Voice	Clear, articulate, energetic	Clear, articulate	Clear	Mumbling, quiet	3	
	Asking	Asked several prepared, appropriate questions throughout	Asked prepared, appropriate questions	Asked a few questions	Asked nothing	3	
Closing	General	Hand shake, used manners, interested, inquired about next step	Hand shake, used manners, interested	Hand shake, used manners	said goodbye	3	

Interviewer: KPR

Signature: _____

Date: _____

Total Score:

64

Out of 75 possible