



## Unit Plan Annual Narrative (2006-2007)

**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:** 5/25/2007

### 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 annual Career Fair, College Transfer Days (both campuses) and career seminars presented in conjunction with the American Association for Women in Community Colleges (AAWCC). 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 Mrs. Kristie Rankin, and 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. This year's Career Fair saw 150 students attending with 37 vendors participating. Our online resume service, Optimal Resume® has seen a marked increase in usage over the past 12 months and Mrs. Rankin has reviewed, edited and approved approximately 100 resumes in the same timeframe. Student placement rates remain within the standards set by the federal Perkins Grant requirements.

### 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 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.

#### **D. Projections**

Currently, Mrs. Kristie Rankin is the only full-time employee designated to Career Services. This requires her splitting time between the two campuses. She is in the process of establishing regular office hours for each campus. 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.

**Institutional Effectiveness Unit Plan (Phase I) for 2006-2007**

**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:** 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 4; Indicator A & E	3. Student satisfaction surveys	3. None noted
	4. Post a minimum of 25 new jobs per month in Career Services Center	4. Goal 8; Indicator A	4. Career Services Activity log/job postings files	4. 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. 481 out of 540 reporting completers are employed or continuing their education for a percentage of 89.07. Goal met for this period.
2. 397 out of 540 reporting completers are employed in field for a percentage of 73.5. Goal met for this period.
3. Survey results collected for graduates of Spring 2006 terms indicated 92.4% of those responding (n= 287) stated that Career planning and placement services were provided. In December 2006, Vocational Guidance/career planning received a combined 82% positive rating with a 15% rating for Not Applicable and 3.4% Poor (n= 268). Additionally, Job placement services received a combined 78% positive rating with 26% for Not Applicable and 3.4% Poor. While the percentages do not meet the 90% mark set by this unit, it is relevant to note that a fairly significant number of students selected NA as their choice, potentially indicating no need for our services, or just lack of knowledge of them.
4. For the planning cycle over 25 new jobs were posted each month. Goal exceeded.

**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. Data collection method is being updated and improved for more accurate reporting. The survey forms have been streamlined for ease of completion and the Placement and Follow-up Committee are discussing various methods of distribution to ensure the best possible data collection results. All pertinent job listings broken down by field are now emailed to faculty to pass directly on to their students. This now occurs across campuses and allows for better distribution of information to night students, non-traditional students, and to those who do not visit the Career Center. Job postings books are being set up for the Birmingham Campus similar to those now being utilized on Bessemer Campus. Networking will continue with various businesses and industries to ensure better placement rates. Results of Employer Satisfaction Surveys are placed on L-drive so faculty can see where their particular programs might need improvement to increase rates of hire of future completers. Transfer Days are being held on both campuses to expose students to transfer options after completion of their education at Lawson State. Some programs (i.e. Drafting) are working on articulation agreements with various four year institutions.
2. Continue to network and seek new business and industry contacts locally, statewide and nationally to improve hire rates of our graduates for in-field positions. Help students focus on the broader spectrum of positions that are actually considered 'in-field' rather than just compartmentalized, generic viewpoint of career choices.
3. Continue to increase awareness of services on both campuses by establishing regular office hours on Birmingham Campus, better advertisement of the function of the unit in New Student Orientation and PSY 100 curriculum. Begin implementation of online resume builder, Optimal Resume, which will be linked to the Lawson State Homepage.
4. Goal will be increased to 45 new jobs for next planning year.