

Career Services Center Overview of Assessment Activities

The Career Services Center places an ongoing priority on assessment efforts designed to:

- Evaluate program success, effectiveness, and outcomes
- Monitor user satisfaction levels and identify areas for improvement
- Gather data to assist with goal setting and to support institutional accreditation needs
- Demonstrate value of services

All survey data is managed online using the **CampusLabs** platform including data collection, reporting, organization, benchmarking, and select survey administration.

Survey Topic	Assessment Purpose	Population	Method	Frequency
Annual Activity Statistics	Activity Levels Services Utilized	Students/Alumni Employers	Database Records	Ongoing
CLEP Testing	Program Effectiveness Satisfaction Levels	Students/Alumni Prospective Students	Paper	Ongoing
Career Counseling Survey	Purpose for Visit Satisfaction Levels Student Outcomes	Students/Alumni Prospective Students	Web Survey	Ongoing
Career Counseling Visits	Activity Levels Purpose for visit	Students/Alumni Prospective Students	PDA	Ongoing
Career Presentation Survey	Activity & Satisfaction Levels Student Outcomes	Students/Alumni Prospective Students	Paper	Ongoing
Career Readiness & Planning ("College to Career" Survey)	Service Awareness & Engagement Levels Satisfaction Levels Gap Analysis & Understanding Expectations	Kent Campus Undergraduate Students	Web Survey	Periodic
Job & Internship Fairs	Program Effectiveness Satisfaction Levels Student Outcomes	Students (periodic) Employers	Paper	Each Fall/Spring Event
Meet the Accountants Night	Program Effectiveness Satisfaction Levels Student Outcomes	Students/Alumni Employers	Paper	Each September Event
Interviews on Campus	Program Effectiveness Satisfaction Levels Student Outcomes	Students (periodic) Employers	Paper	Fall/Spring Semesters
Teacher Interview Day	Program Effectiveness Satisfaction Levels Student Outcomes	Students/Alumni Employers	Paper & Web Survey	Each March Event
Employer Recruiting Activity	Program Effectiveness Satisfaction Levels Student Outcomes	Employers	Web Survey	Periodic
Off-Campus FWS Survey	Program Effectiveness Satisfaction Levels	FWS Students	Web Survey	Each January
Students @ Work Program	Program Effectiveness Activity & Satisfaction Levels Student Outcomes	Student Employees & Supervisors	Paper & Web Survey	Fall/Spring Semesters