

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/followership 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:

