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

Qualitative Surveys:
- Career fair satisfaction, both student and employer/graduate school

Interviewees:
- Individual interviews with faculty across the university

RESULTS AND OUTCOMES:
NAU Career Development Impacts

Prepared Students
3,731 Social media followers, a 15% increase since June 2013
221% increase in student/alumni Jobs for Jacks accounts, after transition to Handshake
27% increase in workshops and lectures in fall 2015

“The staff is very patient and passionate”

83% felt they could apply concepts from appointments without additional in-person help
94% felt they gained knowledge & understanding from individual appointments

100% would refer a friend to Career programs or services
37% increase in blog views this year, 148 blog articles to date

Engaged Partners
155 Residence Life Staff trained in 2015
40 coaches trained in career tools
100% of career coaches trained feel confident implementing content

35+ NAU departments engage with Career Development

NAU Career Expo
The last two Career Expos reached capacity
100% felt the logistics of the Career Expos created a positive experience

37% increase in blog views this year, 148 blog articles to date

Satisfied Employers
86% would recommend the NAU Career Expo

“We look forward to a long and lasting relationship with NAU…”
“The event was masterfully run. Well done!”
“This was a great event! — well organized, and there was a strong attendance at the fair and the information session that I held afterwards.”

100% of Career Expo attendees felt students were appropriately prepared

66% increase in employer attendance at Spring Career Expo

RESULTS AND OUTCOMES:

Year One
2013-2014
Reach
Quantitative Data:
• Appointment volume, student mix, and trends
• Partnerships, workshop attendance, and trends
• Self-paced resources usage/followership and trends

Qualitative Surveys:
• Career fair satisfaction, both student and employer/graduate school

Interviewees:
• Individual interviews with faculty across the university

• 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

Year Two
2014-2015
Perception

Year Three
2015-2016
Results

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 Surveys:
  - Assessment of student outcomes post-graduation
  - Assessment of hires resulting from on-campus recruiting efforts

“75% of Career Expo attendees felt students were appropriately prepared”

“100% felt the logistics of the Career Expos created a positive experience”

“66% increase in employer attendance at Spring Career Expo”

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