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Career Services / Cooperative Work Experience 2000-2001

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STRENGTHS AND WEAKNESSES

1. Describe the strengths of this service unit.

An important strength of CS & CWE is the centralized, comprehensive services that are provided at all three academic campus sites. This centralized service area allows students, community members, and business partners to access services that fit their specific needs in one stop. Career assessments, career counseling, career resources, job search information, on-campus employment, off-campus employment, and co-op are all available within one department. The one-stop feature is a benefit for CS & CWE participants as well as the staff as they are informed about all aspects of the career development and job search process.

The other strength of the department is the staff. The CS & CWE staff is dedicated to serving students, staff, faculty, community members and businesses in a professional, efficient manner. The

CS & CWE staff is well trained with many years of experience in their area of expertise. There are master's level counselors for career counseling and assessment interpretations, and others who have many years of experience assisting students in the educational and job preparation process. As a service unit of the college the mission statement of CS & CWE commits us to serve "with respect and confidentiality", CS & CWE participants. The staff of CS & CWE supports this mission statement.

The staff of CS & CWE is also committed to improving the delivery of services and is constantly assessing methodology and evaluating new and improved ways to perform their tasks. The use of technology has impacted CS & CWE significantly and the staff has been actively involved in attending staff development training to ensure better utilization of available technology.

2. Describe and document the weaknesses of this service unit.

One noticeable weakness that came from the self-study is that of consistent evaluations, as noted in the body of the self-study document. The CS & CWE department would benefit from eliminating the wide assortment of evaluation tools and focus on creating, with the help of Institutional Research, one or two evaluation tools that will provide useful data in a consistent format. This would allow for a much more thorough evaluation of services and more measurable outcomes.

Another area that is a challenge to the department is the three academic campus locations. Because the services provided are so diverse, the CS & CWE staff often find that they are providing a wide range of services to a large number of diverse audiences, both on and off-campus. CPC and PRC have limited staff to support many off-campus activities and SCC has a large number of students with a large demand for off-campus activities. This often places the staff in situations where they are juggling coverage at the three campus locations while providing services off-campus. Evaluation of the primary targets and services provided would assist the department in improved project management and services provided.

The evaluation of the primary target(s) leads towards the next area to be reenergized, that of marketing. As the student survey indicated, students do not notice bulletin boards or flyers posted; they prefer to get information from instructors and via the Internet. As the department refocuses its energy on its target audience, the need to inform these students of the services is essential. A comprehensive evaluation of old marketing efforts and a new focus on marketing will benefit the department and the participants.

As noted above, a strength of the department is the staff. However, in order to maintain a well-informed and trained staff, professional development is essential. The need for staff to participate in professional organizations, workshops, and conferences is crucial. There has not been a well-defined policy and procedure for staff development to date. Many staff members are unaware of what opportunities are available and what has been budgeted for staff development. In an effort to better communicate to the CS & CWE staff, a policy and procedure for staff development is encouraged.

After reviewing the organizational structure of the department, the task force determined that this structure greatly impacts the effectiveness of communication, project management, and office coverage. Seven of the eleven staff, including administrative and support staff report to the Dean of Students. This results in significant communication challenges as office coverage, project management, and maintaining communication are often affected.

Suggestions/Recommendations

After evaluating the Career Services & Cooperative Work Experience service unit, the Evaluation Task Force offers the following suggestions/recommendations:

(Note: The recommendations **must be related** to the weaknesses describes above)

1. The Task Force strongly recommends that CS & CWE work with CCCC's Institutional Research Department to develop new evaluation tools(s) that will provide both qualitative and quantitative data to the department for reporting purposes as well as program evaluation and development.
2. The Task Force also recommends that the department carefully review the number of hours spent in outreach activities to ensure an appropriate balance between serving CCCC students, area middle and high school students. An addition to the policy and procedure manual will be developed to insure departmental consistency.
3. After completing the self-study, the task force recommends reviewing/establishing policy and procedure for staff development so each member of the department is aware of available resources and opportunities to attend staff development workshops, seminars, and conferences.
4. The Task Force recommends reviewing current marketing efforts and expanding marketing capabilities through new marketing tools and promotional materials to better target the primary audience of the department, current CCCC students.
5. The Task Force suggests that Collin County Community College move towards a mandatory orientation for all new students with CS & CWE becoming a part of that orientation to inform students of services available and the importance of career development activities. This will increase the number of students utilizing the services and will impact retention as students increase their self-awareness about careers and majors.
6. The Task Force suggests that the organizational chart of the department be reviewed and restructured to permit better communication, project management, and coordination of services.
7. The Task Force would like to suggest that the college move to contracting computer services with a company like Dell or Gateway to standardize computers and to replace all computers within a department at the same time on a designated timeline such as every 2 years.

Service Evaluation Action Plan

The Action Plan addresses each recommendation and suggestion listed in the previous section. Include a detailed plan of action, time line (must conform to evaluation follow-up reporting time line), and person(s) responsible for each recommendation and comment on each suggestion. Implementation of recommendations is required while implementation of suggestions is optional.

Service Unit Assessed: Career Services & Cooperative Work Experience

Year Assessed: 1999-2000

Recommendation 1: The Task Force strongly recommends that CS & CWE work with CCCC's Institutional Research Department to develop new evaluation tools(s) that will provide both qualitative and quantitative data to the department for reporting purposes as well as program evaluation and development.

Plan: Develop new evaluation tools(s) that will provide both qualitative and quantitative data to the department for reporting purposes as well as program evaluation and development.

Time line: August 31, 2001

<u>DATE</u>	<u>ACTION TO BE TAKEN</u>	<u>PERSON RESPONSIBLE</u>
01/01	Develop new CS & CWE evaluations	Sheri Mackey

Recommendation 2: The Task Force also recommends that the department carefully review the number of hours spent in outreach activities to ensure an appropriate balance between serving CCCC students, area middle and high school students. An addition to the policy and procedure manual will be developed to insure departmental consistency.

Plan: Review external presentations and audiences, evaluate time spent on external audiences vs. internal audiences, and develop recommendation for time spent on each.

Time line: August 31, 2001

<u>DATE</u>	<u>ACTION TO BE TAKEN</u>	<u>PERSON RESPONSIBLE</u>
01/01	Develop recommendation for time spent on external presentations	Donna Okaro

Recommendation 3: The task force recommends reviewing/establishing policy and procedure for staff development so each member of the department is aware of available resources and opportunities to attend staff development workshops, seminars, and conferences.

Plan: Establish policy and procedures for staff development opportunities by working with Vice President of Student Development to identify monies available for professional development opportunities.

Time line: August 31, 2001

<u>DATE</u>	<u>ACTION TO BE TAKEN</u>	<u>PERSON RESPONSIBLE</u>
01/01	Develop policy & procedures for professional development	Deborah Anglin

Recommendation 4: The Task Force recommends reviewing current marketing efforts and expanding marketing capabilities through new marketing tools and promotional materials to better target the primary audience of the department, current CCCC students.

Plan: Review marketing materials, evaluate needs for new materials, work with CCCC publication department to develop new materials, distribute new marketing materials.

Time line: May 31, 2001

<u>DATE</u>	<u>ACTION TO BE TAKEN</u>	<u>PERSON RESPONSIBLE</u>
01/01	Develop new marketing materials	Lydia Gober

TASK FORCE SUGGESTIONS

Suggestion 1: The Task Force suggests that CCCC move to a mandatory orientation for all new students and that CS & CWE participate in the orientation informing student's of services including career assessments, career counseling, steps to career decision-making, cooperative work experience etc.

Suggestion 2: The Task Force suggests that the college investigate contracting computer purchases so each department would have equipment replaced at the same time resulting in everyone having up-to-date equipment that is compatible to others in the department.

Suggestion 3: The Task Force suggests that the Dean of Students along with the two assistant directors and the two campus coordinators review the department organizational chart to discuss realigning the department structure to allow for improved communication, project management, and coordination of services.

SERVICE EVALUATION Six-Month Progress Report

Return to Julie Miles at SCC by April 30, 2004

Service Area Assessed: Career Services & Co-op

Year Assessed: 1999-2000

Recommendation 1: : The Task Force strongly recommends that CS & CWE work with CCCC's Institutional Research Department to develop new evaluation tools(s) that will provide both qualitative and quantitative data to the department for reporting purposes as well as program evaluation and development.

Action taken: Contact with Institutional Research was made with out follow-up. Development of new seminar evaluation forms as well as computerized evaluation of services instrument were completed and implemented. See attachment for examples.

Comment: CS & CWE would like to team with Institutional Research to evaluate this process as well as the forms utilized.

Recommendation 2: The Task Force also recommends that the department carefully review the number of hours spent in outreach activities to ensure an appropriate balance between serving CCCC students, area middle and high school students. An addition to the policy and procedure manual will be developed to insure departmental consistency

Action taken: Historically, CS & CWE has participated in outreach activities as requested. As the numbers of students have increased and their needs have increased, a revision of that altruistic approach was readdressed. Outreach to middle schools was eliminated as well as career assessments to area high school classes. Participation in activities such as Major Mania has continued on a limited basis.

Comment:

Recommendation 3: The task force recommends reviewing/establishing policy and procedure for staff development so each member of the department is aware of available resources and opportunities to attend staff development workshops, seminars, and conferences.

Action taken: The department has done a much better job of disseminating information regarding professional development conferences in the areas of interest. A written policy and procedure has not been completed at this time.

Comment:

Recommendation 4: : The Task Force recommends reviewing current marketing efforts and expanding marketing capabilities through new marketing tools and promotional materials to better target the primary audience of the department, current CCCC students.

Action taken: Working with Public Relations, a completely new brochure was developed for CS & CWE focusing on the general services as well as separate cards added as needed to explain each area with more detail and description. See large brochure
New brochures were also developed, with the assistance of Public Relations, to allow for in-house production of everyday brochures describing CS & CWE services. See pink and blue brochures. In addition, many information pieces that were available for student and community member use have been changed to brochure /booklet format for easier identification and aesthetic appeal. See examples included.

Comment:

Suggestion 1: The Task Force suggests that CCCC move to a mandatory orientation for all new students and that CS & CWE participate in the orientation informing student's of services including career assessments, career counseling, steps to career decision-making, cooperative work experience etc.

Comment:

Suggestion 2: The Task Force suggests that the college investigate contracting computer purchases so each department would have equipment replaced at the same time resulting in everyone having up-to-date equipment that is compatible to others in the department.

Comment:

Suggestion 3: The Task Force suggests that the Dean of Students along with the two assistant directors and the two campus coordinators review the department organizational chart to discuss realigning the department structure to allow for improved communication, project management, and coordination of services.

Comment:

Suggestion 4:

Comment:

Signature

Barbara May

Date

12/6/02

Upon completion please sign and date. Forward one (1) copy to Julie Miles at SCC and one (1) copy to the appropriate Vice President or Chief Administrator.

1999-2000 Service Evaluation
Chief Administrator Comments

Service Area Evaluated: Career Services & Co-op

Year Evaluated: 1994-'99

Please review the completed program evaluation and comment on the findings. In your comment please indicate whether you agree or disagree with the task force recommendations.

Comments:

1. There are a variety of instruments currently used to evaluate the services provided by Career Services & Co-op. I agree that evaluation tools designed to provide quantitative and qualitative data would be beneficial as the department strives to improve and expand services. A staff member has been designated to work with Institutional Research to develop new instruments.
2. A review of all requests for outreach activities will be conducted during the Summer 2001. Appropriate policies and procedures will be developed to support any change that is deemed necessary. This review will provide a consistent focus regarding outreach activities.
3. Staff and Professional development activities are encouraged. Career Services & Co-op staff will participate in professional/staff development activities as developed by the college. Supervisors are responsible for approving requested activities.
4. Marketing is extremely important for Career Services and Co-op. Many efforts are being developed, including a departmental brochure, to market services for students and faculty.
5. Mandatory orientation for all new students is not a decision that can be made by Career Services & Co-op. The department will be happy to participate in any orientation programs offered.
6. The organizational chart for the department has recently has been revised.
7. The department will continue to follow the process of requesting computers through the capital equipment process.

Signature Barbara A. Money *Date* 5/21/01

Upon completion, please sign and date. Forward two (2) completed and signed copies to Kim Kramer at the Office of Institutional Research, CYC.

Service Unit VP/Director Status Report

To Be Filled out by the Vice President or Director of Service Unit

Service Unit Evaluated: Career Services/Co-op

Year Evaluated: 1999-2000

Status Assigned: (Please check the appropriate status)

Positive:

Suggestions only; service area assigned to next regularly scheduled assessment period.

Conditional:

Recommendations concerning deficiencies which must be corrected. The service area is automatically assigned to follow-up assessment until it moves to a positive status.

Probation:

The service area has spent at least one year in the ?conditional? category and continues to have serious deficiencies. The designation indicates an intent to terminate the service area after one year unless deficiencies are corrected.

Termination:

The final category recommendation after a service area has been classified as ?conditional? for at least one year and as on ?probation? for at least one year.

Re-evaluate:

The VP/Director determined that the evaluation report does not adequately document the performance of the unit. A new task force will be formed to re-evaluate the program.

Comments: I will meet with the Dean of Students to review the suggestions made by the Task Force.

Signature

Mary McVete

Date

5/15/01

Please return to Kim Kramer at the Institutional Research Office, CYC. The IRO will copy and forward to task force chairs, deans, and program coordinators.