



Assessment Project Outline 2011-2012

Mission

To engage students with innovative and purposeful career development opportunities that prepares them to apply their liberal arts education to the world of work.

Goal 2

The Career Engagement Center will offer students opportunities to participate in experiential learning activities

Outcome C

Students will articulate the ways in which the experience has or has not advanced their knowledge about their field of interest

Questions

1. Which experiential learning activities offered by the CEC successfully contribute most to achieving the outcome?
2. What, specifically, about experiential learning activities help a student gather the information needed to advance their knowledge, or lack thereof, about a field of interest?
3. How and using what methods do students use to articulate knowledge gained from participating in an experiential learning activity?
4. Following the experience, what, if anything, are students doing with knowledge gained from an experiential learning activity as it relates to their career development?

Intended Uses

- Determine satisfaction with the program by participants
- Improve the design of programs offered by the CEC (e.g., incorporating reflection)
- Provide a tool for helping distribute scarce resources (e.g., time, money, people) more effectively across programs
- Offer insights into the value of experiences offered by the CEC to key stakeholders to garner support for the Center
- Assist in designing a purposeful experience for a specific part of the career development process
- Helps create shared expectations by staff and participants for the experience that intentionally connect to the intended outcome

Gathering and Analyzing Evidence

Survey Data

- Post Event Evaluation
 - Add new question, “What ways, if any, did this event help you clarify or refine your career interests?”
 - Data will be compiled for each event and discussed at quarterly retreat
 - Connected to questions 1 and 2
 - Evaluation will be sent to attendees after each CEC event
- Road Trip Feedback Form
 - Add new question, “What ways, if any, did the Road Trip help you clarify or refine your career interests?”
 - Look at responses from existing question, “How do you anticipate using the knowledge you gained from the Road Trip in your career planning?”
 - Data will be compiled and reviewed after each Road Trip
 - Connected to questions 1, 2, and 4
 - Form will be send out following each Road Trip to participants
- Postgraduate Nine-Month Out Survey
 - Add items asking graduates to identify experiences while at Cornell that were influential to their career development as well as how those experiences were helpful
 - Data will be compiled after survey administration in the spring/summer and in the future, data will compared across multiple years
 - Connected to questions 3 and 4
 - Survey will be sent out to alumni nine months following graduation

Thematic Data

- Exploreship Reflection Paper
 - Opportunity for student to reflect on what they experience on site and how it has impacted their career development process
 - Data will be reviewed to identify themes across papers
 - Connected to questions 1 and 2
 - Collected after the Exploreship is completed
- Cornell Fellows Post-Fellowship Report
 - Summary of what they did, what they thought of the experience, how their work connected to their Cornell education, and the impact of the fellowship on the students’ academic and professional plans
 - Reviewed to identify themes across papers
 - Connected to questions 1, 2, and 4
 - Collected after fellowship is completed
- Cornell Fellows Showcase Presentation
 - Oral presentation using PowerPoint to summarize what they did, what they thought of the experience, how their work connected to their Cornell education, and the impact of the fellowship on the students’ academic and professional plans
 - Review recorded oral presentations to identify themes across presentations
 - Review PowerPoint presentations to identify themes across presentations
 - Connected to questions 1, 2, and 4
 - Presentations delivered in December and in May

- Focus Groups
 - Open-ended focus group on career development at Cornell College; participants include students who have participated in CEC programs as well as those who have not
 - Themes identified from data collected
 - Connected to questions 3 and 4
 - Conducted in December and in May
- Experience Conversion Rate
 - Track whether students who participate in experiential learning opportunities (e.g., Exploreships, Road Trips) convert those experiences into other opportunities (e.g., internships, employment)
 - Review data to identify trends in characteristics of students and experiences which lead to higher conversion rates
 - Connected to question 4
 - Data analyzed annually in May

Interpreting and Using the Data to Inform Practice

- Meaning-making strategies
 - Individual reflection by staff members
 - Discussion item during 1:1 meetings
 - Team discussion during weekly staff meetings
 - Team discussion during quarterly retreats
 - Member checks by student participants
- Strategies for utilizing information
 - Incorporate findings into goal setting for the CEC
 - Incorporate findings into marketing efforts for the CEC
 - Discussion item during 1:1 meetings
 - Team discussion during weekly staff meetings
 - Team discussion during quarterly retreats

Involvement

- RJ Holmes-Leopold
- Megan Hicks
- Jason Napoli
- Career Assistants: assist in collection and analysis of data