



Texas Southern University  
Assessment Plan 2010-2013

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## **Unit Assessment Plan**

Support Unit

Career Counseling (Dean of Students)

## Introduction

### **Texas Southern University's Mission**

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

*In order to achieve this mission, Texas Southern University provides:*

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

### **Texas Southern University's Vision**

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

#### ***Accreditation Standards***

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

*Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5<sup>th</sup> edition*

## Goal 1 Assessment Plan 2010-11 to 2012-13

### 1 Goal Description

Goal 1:

Assist students and alumni to explore, choose, evaluate, and implement effective career development plans.

### 2 SLO Student Learning Outcomes/Objectives

1.1: Provide workshops such as: Resume/Cover Letter Boot camp, Resume Writing, Dress for Success, Interviewing Skills, Etiquette Luncheon and mock interviews, employer seminars.

1.2: Provide access to interest inventories such as the Meyers Briggs and Strong assessments to assist students in determining career paths that are the best fit.

1.3: Encourage students and alumni to utilize workshops and other experiential learning opportunities as a means to explore careers and build career skills.

### 3 Metric

Metric 1.1

Total number of workshops provided

Metric 1.2

Total number of students taking the assessments

Metric 1.3

Total number of student participants

### 4 Target 2010-11

Target 1.1

Provide 300 workshops. Workshops provided in 2009-10 totaled 292

Target 1.2

Facilitate 100 interest inventories

Target 1.3

Increase student workshop attendance annually by a minimum of 4% of 10,750 total student population or 430 attendees. 2009-2010 students attending workshops = 1,101

### 5 Findings 2010-11

Findings 1.1

Provided 312 workshops. Represents an increase of 20 workshops or 7%.

Target met

Findings 1.2

New Initiative - 75 students have utilized these assessment tools

Target not met

Findings 1.3

1,400 students attended the workshops. The increase of 300 student attendees represents 3% of the total student population (10,750 3% = 322 students).

Target not met

### 6 Action Plan 2010-11

Action Plan 1.1

We will promote workshops to students and alumni via TSU website, Tiger Connect (our career services database), Facebook, campus monitors, handbills, KTSU radio station, flyers, posters & classroom visits.

Action Plan 1.2

We will promote interest inventories to students and alumni via TSU website, campus monitors, Tiger Connect (our career

services database) Facebook, KTSU radio station, flyers, posters & classroom visits.

#### Action Plan 1.3

We will promote career exploration and skill building activities to students via TSU website, KTSU radio station, campus monitors, Facebook, Tiger Connect (our career services database), flyers, posters & classroom visits.

### **7 Target 2011-12**

#### Target 1.1

Provide 325 workshops

#### Target 1.2

Facilitate 200 interest inventories

#### Target 1.3

Increase student workshop attendance annually by a minimum of 6% of 11,063 total student population, or 664 attendees. A total of 1,400 students attended workshops in 2010-2011

### **8 Findings 2011-12**

#### Findings 1.1

Provided 443 workshops

Target met

#### Findings 1.2

79 students have utilized these assessment tools thus far

Target not met

#### Findings 1.3

2,017 students attended the workshops, an increase of 617 attendees over the prior year.

Target met

### **9 Action Plan 2011-12**

#### Action Plan 1.1

We will promote workshops to students and alumni via TSU website, Tiger Connect (our career services database), Facebook, campus monitors, handbills, KTSU radio station, flyers, posters & classroom visits.

#### Action Plan 1.2

We will promote interest inventories to students and alumni via TSU website, campus monitors, Tiger Connect (our career services database) Facebook, KTSU radio station, flyers, posters & classroom visits.

#### Action Plan 1.3

We will promote career exploration and skill building activities to students via TSU website, KTSU radio station, campus monitors, Facebook, Tiger Connect (our career services database), flyers, posters & classroom visits.

### **10 Target 2012-13**

#### Target 1.1

Provide 350 workshops.

#### Target 1.2

Facilitate 300 interest inventories.

#### Target 1.3

Increase student workshop attendance annually by a minimum of 6% of total student population.

### **11 Findings 2012-13**

#### Findings 1.1

Provided 321 workshops

Target not met

#### Findings 1.2

40 students have utilized these assessment tools thus far  
Target not met

#### Findings 1.3

1,980 students attended the workshops, a decrease of 37 attendees over the prior year.  
Target not met

### 12 Action Plan 2012-13

#### Action Plan 1.1

We will promote workshops to students and alumni via TSU website, Tiger Connect (our career services database), Facebook, campus monitors, handbills, KTSU radio station, flyers, posters & classroom visits.

#### Action Plan 1.2

We will promote interest inventories to students and alumni via TSU website, campus monitors, Tiger Connect (our career services database) Facebook, KTSU radio station, flyers, posters & classroom visits.

#### Action Plan 1.3

We will promote career exploration and skill building activities to students via TSU website, KTSU radio station, campus monitors, Facebook, Tiger Connect (our career services database), flyers, posters & classroom visits.

### 13 Additional Reference Documents

R1 Career Services Workshop Listing

R2 Career Services Interest Inventory

R3 Workshop Participant Listing

[2010 - 2011 Career Services Workshops Reference data](#) [DOCX 16 KB 12/4/14]

[2010-2011 Career Services Interest Inventory Reference Data \(2\)](#) [XLSX 15 KB 12/4/14]

[2010-2011 TSU Career Services Workshop Student Participants Reference Data](#) [XLSX 113 KB 12/4/14]

[2011 - 2012 Career Services Student Workshop Participants Reference Data](#) [XLSX 177 KB 12/4/14]

[2011 - 2012 Career Services Workshops Reference Data](#) [DOCX 15 KB 12/4/14]

[2011-2012 Career Services Interest Inventory Reference Data](#) [XLSX 16 KB 12/4/14]

[2012 - 2013 Career Services Interest Inventory Reference Data 1 \(2\)](#) [XLSX 77 KB 12/4/14]

[2012 - 2013 Career Services Student Workshop Participants Reference Data 1](#) [XLSX 185 KB 12/4/14]

[2012 - 2013 Career Services Workshops Reference Data 1](#) [DOCX 15 KB 12/4/14]

## Goal 2 Assessment Plan 2010-11 to 2012-13

### 1 Goal Description

Goal 2:

Provide opportunities for students and alumni to gain access to a broad range of employers, employment information, and entrepreneurial opportunities.

### 2 SLO Student Learning Outcomes/Objectives

2.1: Offer annual career fair to expose students to employers offering full time employment and internships.

2.2: Offer annual career fair to expose employers to students from diverse backgrounds to ensure cultural diversity within relevant areas of industry.

2.3: Encourage students and alumni to participate in career-focused organizations (i.e. Toastmasters, Urban League, etc.) to build on interpersonal skills and abilities and to ensure success in obtaining satisfying career employment and/or further career education.

### 3 Metric

Metric 2.1

Total number of students attending career fair

Metric 2.2

Total number of employers attending career fair

## Metric 2.3

Total number of student participants

**4 Target 2010-11**

## Target 2.1

Increase student career fair attendance annually by a minimum of 2% of total student population of 10,097 or 202 attendees. 2009-2010 students attending the career fair = 450 students

## Target 2.2

Increase employer career fair attendance annually by a minimum of 2%. 2009-2010 employers attending the career fair = 47.

## Target 2.3

Increase student career focused organization participation by a minimum 20 students

**5 Findings 2010-11**

## Findings 2.1

649 students attended the career fair. This is an increase of 199 attendees.

Target not met

## Findings 2.2

52 employers attended the career fair. Represents an 11% increase in the number of employers who attended the fair.

Target met

## Findings 2.3

New Initiative - 20 new members thus far.

Target met

**6 Action Plan 2010-11**

## Action Plan 2.1

We will promote fair to students via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station, flyers, posters & classroom visits.

## Action Plan 2.2

We will promote fair to employers via TSU website, Facebook, KTSU radio station, Tiger Connect (our career services database), cold calls and personal referrals.

## Action 2.3

We will promote career focused organizations to students and alumni via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station flyers, posters & classroom visits.

**7 Target 2011-12**

## Target 2.1

Increase student career fair attendance by a minimum of 3% of total student population of 10,000, or 300 students. A total of 649 students attended the career fair in 2010-2011

## Target 2.2

Increase employer career fair attendance annually by a minimum of 4%. 2010-2011 attendees = 52

## Target 2.3

Increase student career focused organization participation by a minimum of 22 students

**8 Findings 2011-12**

## Findings 2.1

859 students attended the career fair, an increase of 210 attendees over the prior year. Total attendees represent nearly 9% of the total population and a 32% increase in the number of students who attended the fair

Target not met

## Findings 2.2

59 employers attended the career fair. Represents a 13% increase (7 attendees) in the number of employers who attended the fair.

Target met

Findings 2.3

The number of students increased by 11.

Target not met

## **9 Action Plan 2011-12**

Action Plan 2.1

We will promote fair to students via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station, flyers, posters & classroom visits.

Action Plan 2.2

We will promote the fair to employers via TSU website, Facebook, KTSU radio station, Tiger Connect (our career services database), cold calls and personal referrals.

Action Plan 2.3

We will promote career focused organizations to students and alumni via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station flyers, posters & classroom visits.

## **10 Target 2012-13**

Target 2.1

Increase student career fair attendance annually by a minimum of 4% of total student population.

Target 2.2

Increase employer career fair attendance annually by a minimum of 6%.

Target 2.3

Increase student career focused organization participation by a minimum of 24 students.

## **11 Findings 2012-13**

Findings 2.1

642 students attended the career fair, a decrease of 217 attendees over the prior year. Total attendees represent nearly 6% of the total population and a 25% decrease in the number of students who attended the fair

Target not met

Findings 2.2

53 employers attended the career fair. Represents a 10% decrease (6 attendees) in the number of employers who attended the fair.

Target not met

Findings 2.3

The number of students increased by 26.

Target met

## **12 Action Plan 2012-13**

Action Plan 2.1

We will promote fair to students via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station, flyers, posters & classroom visits.

Action Plan 2.2

We will promote the fair to employers via TSU website, Facebook, KTSU radio station, Tiger Connect (our career services database), cold calls and personal referrals.

Action Plan 2.3

We will promote career focused organizations to students and alumni via TSU website, campus monitors, Tiger Connect (our career services database), Facebook, KTSU radio station flyers, posters & classroom visits.

**13 Additional Reference Documents**

R4 Career Expo Attendance Listing

R5 Recruiter Registration List

R6 Focused Organization Listing