



New Mexico State University  
Student Academic Support/Campus Life  
Outcomes Assessment Committee 2  
<http://irpoa.nmsu.edu/OutcomesAssessment/StudentAcademicSupport.html>

## OUTCOMES ASSESSMENT REPORTING FORM, Part 1

*Reporting Period: July 1, 2007 through June 30, 2008. Forms should be submitted to the Provost by Senior Administrators only. Deadline for submission to the Provost is **August 29, 2008**.*

**Senior Administrator:** Carmen Gonzales, Vice President for the Division of Student Success  
(E. Egginton, N Franklin, C. Gonzales, J. Taylor, E. Titus, or B Woods)

**Name of Area:** Career Services

**Individual completing this assessment report:** Steven S. Salway - Reviewed by: R. L. Derlin

**Phone:** 646-1631 **Email:** ssalway@nmsu.edu

Does your area have an assessment plan on file and available for review upon request?  Yes

How often do you update your assessment plan? **All Division of Student Success outcomes assessment plans are being updated as part of our continuing strategic planning.**

If no, does the unit/program report to a higher level that includes your activities in an assessment plan?  
 Yes  No  Do not know

Does your area assess outcome measures that are tied to university planning processes, such as *Living the Vision* or budget requests?  Yes  No

**See the Division of Student Success Strategic Plan at: <http://success.nmsu.edu/plan/index.html>**

Please choose one of the Stage Descriptions below that reflects your stage assignment for this area:

- Actively assessing and using results.
- Initiated data collection.
- Not assessing.

If you would like assistance, please contact an Outcomes Assessment Committee member from the list on the following page.



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**OUTCOMES ASSESSMENT REPORTING FORM, Part 2**

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**Senior Administrator:** Carmen Gonzales, Vice President for the Division of Student Success  
(E. Egginton, N. Franklin, C. Gonzales, J. Taylor, E. Titus, or B. Woods)

**Department Name:** Career Services

**Department Head/Director:** Steven S. Salway

**Name of person completing this report:** Steven S. Salway/Roseanne Bensley/Mary Berry

**Instructions:** Areas are encouraged to report on one to three activities, if appropriate. Please complete and submit a Part 2 form for each assessment activity being reported. Forms should be submitted to the Senior Administrator. Any supporting documentation may be provided in electronic or print format. (Reminder – assessment conducted as part of external/internal/peer review processes is applicable for this report and may be used.)

1. State the activity/service being assessed: Assessment of career fairs, to include development of a planning guide, automated registration process, logistics check list and pre- and post- analysis of fair by student candidates and employer representatives through implimentation of CSO database system to administer fairs.
2. State the assessment goal for this activity/service: To enhance collection of feedback from employers and student participants in career fairs via refined methodology in order to increase participation rate and ultimately, to improve the quality of Career Services offerings
3. Indicate your assessment procedure(s): 1) Implement new survey feature in CSO database in early fall 2008 to gather needed feedback. 2) Use students' swiper cards to create comprehensive database of students participating Survey instrument can be sent to them electronically to enhance our response rate. In addition, use of swiper cards allows Student Success Office (Siiri Rogers' IT group) to provide accurate reports based on student demographics from which Career Services can send information to academic deans concerning their students' career fair participation. Bottom line: Are our career fairs meeting the needs of our constituents?
4. Provide a description of the results: Career fairs began to be administered in the CSO system in March 2008. The central administration of the fair assures better oversight of fair data; allows all staff in Career Services access to data for assisting employers and candidates; and, improves distribution methods for collecting data from participants. Centralized invoice and receipt components provide contact information accessible to candidates (NMSU students and guests).
5. Indicate improvement action(s) taken based on assessment results: Career fairs administered in the CSO system provide enhanced search features for candidates to locate employers based on degree, major, type of position, citizenship, and GPA, to name a few of the search features.



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6. Additional comments or clarifications: An analysis of the implementation of the automated database will be available upon completion of the first full year of use of the CSO system available in May 2009.