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Student Affairs Assessment Plan/Report for Counseling and Career Center: June 2002 - May 2003

University of South Florida St. Petersburg, Division of Student Affairs.

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ASSESSMENT RECORD FOR
DEPARTMENT/UNIT
OF
Counseling & Career Center (USF St. Petersburg)
(Name of Administrative or Educational Support Department/Unit and Campus)

June 2002 – May 2003
(Assessment Period Covered)

November 21, 2002
(Date Submitted)

Submitted by: Cedric Howard
(Unit Assessment Representative)
ASSESSMENT PLAN/REPORT FOR

Counseling & Career Center (USF St. Petersburg)

June 2002 – May 2003

November 21, 2002

Expanded Statement of Institutional Purpose Linkage:

**Institutional Mission/Goal(s) Reference:** USF St. Petersburg, as an autonomous, urban campus of the University of South Florida commits to excellence in teaching, research and service as it provides accessible educational opportunities to the diverse populations, businesses and institutions throughout Pinellas County and beyond.

**Administrative or Educational Support Unit Mission Statement:** The Counseling and Career Center at the University of South Florida St. Petersburg provides professional counseling services and related programs to help students succeed and make the most of the total college experience personally, intellectually, vocationally, socially and physically.

**Intended Administrative Objectives:**

Write at least three objectives that will be the focus of assessment activities.

1. To provide counseling and psychological services that satisfy student needs

2. To involve the local business community with Career Services and its programs

3. To offer effective Health and Wellness services to the student population
Counseling & Career Center (USF St. Petersburg)
(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003  
(Assessment Period Covered) 
July, 2003  
(Date Submitted)

Intended Administrative or Educational Support Objective:
NOTE: There should be one form C for each intended objective listed on form B. Intended unit objective should be restated in the box immediately below and the intended objective number entered in the blank space.

To provide counseling and psychological services that satisfy student needs

First Means of Assessment for Objective Identified Above:
___a. Means of Unit Assessment & Criteria for Success:
90% of students surveyed will report satisfactory or higher in all areas of the Counseling and Career Center survey on personal counseling.

___a. Summary of Assessment Data Collected: Mean response ratings on 17 statements reflecting satisfaction with counseling services by clients seen for personal counseling (from June to November of 2002) ranged from 3.8 to 4.3 on a 5 point scale with 5 indicating strongly agree and 1 indicating strongly disagree.

___a. Use of Results to Improve Unit Services: Results indicate that the quality of services offered through psychological counseling meets client’s needs and is a valuable resource. Client satisfaction with services will continue to be monitored in the coming year. Additionally, the satisfaction survey instrument has been revised to identify the specific counselor and to distinguish between career and psychological counseling.

Second Means of Assessment for Objective Identified Above:
___b. Means of Unit Assessment & Criteria for Success:
90% of students surveyed will report satisfactory or higher in all areas of the Counseling and Career Center survey on career counseling.

___b. Summary of Assessment Data Collected: Mean response ratings on 17 statements reflecting satisfaction with counseling services by clients seen for career counseling (from June to November of 2002) ranged from 3.8 to 4.3 on a 5 point scale with 5 indicating strongly agree and 1 indicating strongly disagree.
b. Use of Results to Improve Unit Services: Results indicate that the quality of services offered through career counseling meets client’s needs and is a valuable resource. Client satisfaction with services will continue to be monitored in the coming year. Additionally, the satisfaction survey instrument has been revised to identify the specific counselor and to distinguish between career and psychological counseling.
Counseling & Career Center (USF St. Petersburg)

(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003

(Assessment Period Covered)

July, 2003

(Date Submitted)

Intended Administrative or Educational Support Objective:
NOTE: There should be one form C for each intended objective listed on form B. Intended unit objective should be restated in the box immediately below and the intended objective number entered in the blank space.

To increase involvement of the local business community with Career Services and its programs

First Means of Assessment for Objective Identified Above:

___a. Means of Unit Assessment & Criteria for Success:
There will be a 20% increase in the number of participants in the 2003 Career Expo and in on-campus job interviews.

___a. Summary of Assessment Data Collected:

Career Expo participation: There was a 37% decrease in the number of employers who participated in the 2003 Career Expo (from 65 in 2002 to 41 in 2003).

On Campus Interviews: Employers held on-campus employment interviews on four days in 2002-2003 up from one day the previous year. Employers held 10 recruiting/information days in 2002-2003 compared to 17 days in 2001-2002.

___a. Use of Results to Improve Unit Services: The decrease in Career Expo participation may be reflective of the overall decline in employment opportunities across the country due to current economic and national security issues. The Career Coordinator has made efforts to increase outreach to the business community by hosting an employer luncheon and by participating in 7 employer meetings and site visits. Due to budget cuts, the 2003 –2004 employer luncheon has been eliminated. The Center will examine alternative ways to build connections with the business community.

Second Means of Assessment for Objective Identified Above:

___b. Means of Unit Assessment & Criteria for Success:
There will be a 25% increase in corporate participation in employer job postings.
**b. Summary of Assessment Data Collected:** In all, 1289 job postings were received in 2002-2003 compared to 1350 the previous year (a reduction of 4%).

**b. Use of Results to Improve Unit Services:** The decrease in job postings also reflects the overall decline in employment opportunities across the country due to the economic recession. The Center will continue to examine alternative ways to build connections with the business community in the coming year.
Counseling & Career Center (USF St. Petersburg)
(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003
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Intended Administrative or Educational Support Objective:
NOTE: There should be one form C for each intended objective listed on form B. Intended unit objective should be restated in the box immediately below and the intended objective number entered in the blank space.

To increase access of Health and Wellness programs to the student population

First Means of Assessment for Objective Identified Above:

_____a. Means of Unit Assessment & Criteria for Success:
There will be a 25% increase in the number of students who participate in educational programs sponsored by Health and Wellness Services

_____a. Summary of Assessment Data Collected:
Due the fact that participation in wellness educational programs takes a wide variety of forms (eg. Consultations, attending campus events, reading educational brochures), it was determined that using the global measure of the number of participants was not meaningful.

_____a. Use of Results to Improve Unit Services: Health and Wellness services will select a more specific measure of program effectiveness in 2003-2004.

Second Means of Assessment for Objective Identified Above:

_____b. Means of Unit Assessment & Criteria for Success:
There will be a 50% increase in individual consultation of fitness assessments through Health and Wellness Services

_____b. Summary of Assessment Data Collected: Base line data on the number of fitness assessments was collected as the data on previous years was not available. A total of 13 assessments were conducted in 2002-2003.
b. Use of Results to Improve Unit Services: The evaluation room in the Fitness Center was modified to provide adequate privacy for those participating in fitness assessments. Target goals for the number of fitness assessments will be increased in the coming year.