SoACE Technology
Summer Boot Camp

See Results by Crunching the Numbers

Laura Shackelford, M.Ed.
Tara Stevenson, M.S.
Darin Parker, M.Ed.
Laura Kalb, M.Ed.
See Results by Crunching Numbers

Laura Shackelford, M.Ed.
Associate Director, Assessment & Operations
UNT Career Center
Today’s Presentation

- Our Team Vision
- Data Do’s & Don’ts
- Measuring a Culture of Evidence
- Creating an Assessment Plan
- Closing the Loop with Data Visualizations
  - Annual Report
  - Qualtrics, Graphs, and Presentations
  - Infographics
  - Executive Summaries
Our Vision

The Assessment & Operations team “tells the story” of the Career Center through a variety of mechanisms, including assessment, marketing, and technology.
Data Do’s & Don’ts

Don’t:
• Try to assess everything
• Only use one type of assessment (i.e., surveys)
• Collect data just for the sake of collecting data
• Forget or avoid closing the loop

Do:
• Create an assessment plan
• Prioritize based on departmental, divisional, and/or institutional goals
• Understand the purpose of data collection
• Close the loop
<table>
<thead>
<tr>
<th>Intentionality (Thoughtfulness in action or decision)</th>
<th>A Culture of Intention</th>
<th>A Culture of Justification</th>
<th>A Culture of Strategy</th>
<th>A Culture of Evidence</th>
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<tbody>
<tr>
<td>People have a sense that they are doing good things.</td>
<td>People can describe what they are doing (i.e., operational or procedural specificity).</td>
<td>People can describe what they are accomplishing (i.e., strategic pertinence, how what they are doing relates to mission and goals).</td>
<td>People know that they are doing the right things and can describe why they are doing them, and what they are accomplishing through them.</td>
<td></td>
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</table>

| Perspective (Relative to position, institutional role and general point of view) | Incident / Opportunistic. Recognize data is important, but do not make any particular efforts to collect it. | After-the-Fact. Data is used retroactively as justification for predetermined positions or prior decisions. | Before-the-fact. Assessment is designed with an end in mind. (e.g., Identification of learning outcomes, how the data will be used) | Real Time / Continuous. Data is collected and regularly used to inform processes. Data helps us close the loop on improvement processes and educational outcomes. |

| Critical Linkages (Connections that manage movement and relationships) | Unclear / Opaque. Data, when collected, is not shared beyond assessors, so connections cannot be made. | Cloudy. Assessment conducted from a defensive posture, especially related to questions of budgetary and operational efficiency. | Translucent. Assessment understood and shared, but only with allies or key partners. Scope is limited to mid-managers. | Clear / Transparent. Outsiders can see and understand contributions to student and institutional success. Assessment is shared with all stakeholders. |

| Initiatives and Directions (Goals, programs, projects, and plans) | Determined by whim, interest, opportunity. | Administration initiates assessment and it is done only when asked for or required. | Directors own and initiate assessment. Data describes the current situation. | All stakeholders own assessment. Success is operationalized, concretely described, and evaluated based on evidence. |

| Planning Processes (Strategic planning, goal setting, measuring outcomes) | Vague and individualized. Success is vague or interpretive, and evaluated based on “feel,” intent and effort. Collective or strategic planning does not exist. | Sporadic and limited to immediate question or application. Data linked retroactively to strategic context, goals, expectations, etc. but not planning-oriented. | Organized, routinized, and localized. Data informs deliberate cyclical or episodic strategic planning exercises. | Ongoing, strategic and clearly linked to past and future. Triangulation of findings through multiple/established assessments. Data incorporated into continuous strategic thinking. |


## Creating an Assessment Plan

### UNT Career Center Assessment Plan (2016)

<table>
<thead>
<tr>
<th>Key Activities</th>
<th>Goals</th>
<th>Outcomes</th>
<th>Assessment</th>
<th>Notes/Timeline</th>
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<tbody>
<tr>
<td><strong>Individual Student Career Advising</strong></td>
<td>Increase and track number of student advising interactions by classification and major.</td>
<td>Growth in the number of student/advisor interactions by 1% annually. Effectiveness will be measured by student satisfaction. The overall student satisfaction rating from student advising appointments during the Spring 2016 semester will be minimally 4/5.</td>
<td>Weekly Scoreboard and utilization of Qualtrics Survey. Data collection and discussion of progress will occur during weekly meetings.</td>
<td>Immediately</td>
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<tr>
<td><strong>Marketing/Publications</strong></td>
<td>Increase student and academic departments awareness of Career Center resources</td>
<td>Implement a marketing and social media strategy</td>
<td>Utilization data (Engagement, website analytics)</td>
<td>Dec-16</td>
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<tr>
<td><strong>Academic Partner Outreach</strong></td>
<td>Develop and maintain relationships with key faculty and staff across the institution</td>
<td>Facilitate Career Development certification trainings for UNT staff and faculty</td>
<td>Qualtrics survey to attendees</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Employer Development &amp; Outreach</strong></td>
<td>Increase number and caliber of employers who recruit at UNT</td>
<td>Increase number of new employer contacts by 5%. Bring a top employer on campus that has not yet recruited with UNT (i.e., Google).</td>
<td>Employer Development Coordinators will document on their weekly spreadsheet whether contacts/companies are new, then tally on their weekly report submitted to Amy. Sum up #’s of active contacts in CSO, tally monthly growth #’s at year mark and see if we reach 5%.</td>
<td>Summer 2016</td>
</tr>
<tr>
<td><strong>Professional Development for Staff</strong></td>
<td>Provide professional</td>
<td>Invite guest speakers/host professional development</td>
<td>Survey staff in Summer 2016 to</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

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**EST.1890**

**CAREER CENTER**

**Division of Student Affairs**

**UNT**
Types of Assessments

- Pure data collection
- Exhibits and demonstrations
- Focus Groups
- Surveys
- Observations
- E-Portfolios
- Reflection Questions
- Rubrics
- Your CSM Platform (i.e., Handshake, Symplicity, Gradleaders)
- Etc etc!
Division - Annual Report

• Consistently track specific programs and services year over year
  □ Student Advising Appointments
  □ Career Fair Student Attendance
  □ Student On-Campus Interviews
  □ Career Fair Company Participants
  □ Companies Participating in On-Campus Interviews
  □ Number of on-campus student employees
  □ Job Postings
  □ Students Participating in Job Shadowing
  □ Number of alumni advising appointments

• Keep organized reports in our CSM Platform so we can easily pull these reports each semester/year
CAREER CENTER

MISSION

The Career Center empowers students and alumni to identify and achieve their individual goals for career success. They design and deliver high quality career services through collaborations with campus, local, and global partnerships.

UNT was named #12 on graduatesprograms.com’s Spring 2015 Top Engineering Schools for Career Support among Ivy Leagues, and was the only college in Texas to make the list.

3,700

The Career Center conducted over 3,700 calls for The Outcomes Survey.

Expanded outreach to Creative majors by offering hands-on Artist Statement lectures and feedback sessions.

I want to thank those who put together the etiquette dinner. As a student, I know how intimidating social settings with professionals can be, but you found a way to make it an enjoyable night — one of learning, meeting new people, and trying new things!

-ANONYMOUS

EST. 1890

UNT

Division of Student Affairs
Closing the Loop with Data Visualization – Qualtrics, Graphs, & Presentations
NPS (Net Promoter Score)

Q7 - On a scale from 0-10, how likely are you to recommend

13% Detractor
32% Passive
55% Promoter

41.17
Visualizing Data

How many months ago did you formally kick off your job search (prepare your resume, write a sample cover letter, interview, etc.)?
Visualizing Data

What are UNT's greatest assets/strengths?
Data Visualizations – Infographics
Easy-to-Use Infographic Maker

Take your visual communication to the next level, without hiring a professional designer.

Start For Free  Watch a Demo
Fall 2016

Journalism, Media, Communication & Design Internship & Career Fair

37 Employers
132 Students

1. Student Attendance by College
   - Journalism: 103
   - Arts & Sciences: 14
   - Visual Art & Design: 6
   - Business: 4
   - Engineering: 2
   - Education: 1
   - Information: 1
   - Public Affairs: 1

2. Student Attendance by Classification
   - Senior: 72
   - Junior: 35
   - Grad Student: 15
   - Sophomore: 8
   - Freshman: 5
   - Alumni: 1

3. How Does This Compare?
   - Employers:
     - 48% increase from Spring 16
     - 7.5% decrease from Fall 15
     - 48% Increase from Spring 15

4. Chart comparing Students and Employers from Fall 16 to Spring 15.
WHAT STUDENTS HAD TO SAY

“I would rate this event a 10 for sure! It is a blessing to get a business suit! As a senior, I am going to need all of the help I can get in order to become a professional worker. Thank you, Career Center, all of the helpful workers, and great UNT staff!”
Rena Johnson, Senior

What brought you to this event today?

“I saw the flyer and who could miss this? It’s free clothes.”
Patrick Smith, Freshman

Where do you plan on wearing the outfit you get today?

“I have a job interview tomorrow actually, that I need an outfit for.”
Maidhry Meadasu, Graduate Student

“I hope to wear these clothes for an internship interview”
Mya Davis, Senior

Why do you think other students should come to this event?

“Students should come to get a free outfit if they don’t have the resources to buy professional clothes.”
Mya Davis, Senior
Data Visualizations – Executive Summaries
Executive Summaries

Fall 2016 Internships Symposium

The Fall 2016 Internships Symposium was held on Friday, November 11th from 10am-4pm in the Union. The purpose of the Symposium was to offer strategies and tools for recruiters to develop internship programs for their organizations.

Key Results

- The Internships Symposium is a brand new event
- 43 recruiters attending representing 28 organizations
- 16 attendees responded to the post-event survey
- Survey respondents said they were very likely to recommend this event to a friend (NPS Score: 57.14)
- Attendees represented diverse set of organizations, from nonprofits (United Way, Children’s Advocacy Center of Collin County, Camp Fern) to large corporations (Sabre, Omni Hotel, CHC Helicopter)

Discussion

The Internships Symposium was a highly successful event, especially as it was the first time this event has been offered at UNT. The Career Center capped the event at 50 participants and ultimately had more interest than space available.

A post-event survey was conducted. Survey respondents rated the event very highly; when asked whether they would recommend the event to a friend or colleague, 71% of respondents chose 9 or 10 (Highly Likely) on a Likert scale of 1 to 10 (NPS Score: 57.14). Respondents listed the speakers, first presenter, networking opportunities, and best practices as the thing they

Assessment Data

Career Center

Career Fairs

- Business Career & Internships Fair – Student Survey (PPT)
- Fall 2016 Business Fair (PDF)
- Fall 2016 Engineering Fair (PDF)
- Fall 2016 Journalism Fair (PDF)
- Fall 2016 Part-time Job & Volunteer Fair (PDF)
- LGBTQIA Fair (PDF)

Career Preparation

- Suit Up Fall 2016 (PDF)

Center for Leadership & Service

- Analysis of The Big Event 2016 (PDF)
- Analysis of LeaderShape 2016 (PDF)
- Analysis of Make a Difference Day 2015 (PDF)
Thank you!

Laura Shackelford, M.Ed.
Associate Director, Assessment & Operations
UNT Career Center
Laura.Shackelford@unt.edu
Session Objectives
Tara Stevenson, Flagler College

• What statistics are important to bring to life?
• What are audiences drawn to?
• What online resources can I use to visually show stats?
  (Cause let’s be honest...graphic design is not always our forte)
Flagler College

At-a-Glance

• Private
• Four year residential
• 2501 students
• 60% female, 40% male

• Director, Assistant Director, Coordinator
• Student Services Umbrella
What are audiences drawn to?

1. Determine your audience.

2. Determine what your audience(s) want.
   - Emphasis
   - Big changes
   - Competitive edge
What online resources can I use?

• Infogr.am
• Canva
• Venngage
• Piktochart
• Photobucket
• On-campus resources/people
**BY THE NUMBERS**

- Primary post-graduation occupation related to career goals: 66%
- Median income of respondents that reported income for full-time employment: $34,800
- Primary post-graduate occupation related to major: 65%
- Reported experiential learning activities completed: 512
- Graduates reported family and friends helpful in searching for an occupation: 73%
- Total internships completed by graduates: 262
- Graduates utilized Career Services: 390
- Students completed internships: 29%
- Respondents reported internship was helpful in preparing for workplace/career: 91%
- Of the 41 graduates that completed a Study Abroad trip reported it helpful in preparing for the workplace: 88%
- Graduates reported a double major: 36%
- Graduates completed internships: 55%
- Primary post-graduate occupation related to major: 65%
- Graduates reported family and friends helpful in search for an occupation: 69%
- Graduates met with the Career Development Center for one-on-one appointments: 189
- Internships reported were paid experiences: 64%
- Graduates participated in a Career Development Center sponsored event or workshop: 373
- Average income of respondents that reported income for full-time employment: $31,000
- Experiential learning activities completed: 594
- Graduates reporting employment or graduate school at time of graduation: 76%
12% of graduates reported a double major.
LOCATIONS

Distribution of occupations reported in Florida

GEOGRAPHICAL FACTORS FOR OCCUPATIONAL SEARCH

- Near Hometown: 36.8%
- Near Institution: 23.7%
- Specific City: 21.4%
- Specific State: 15.1%
- Countrywide/Regional: 17.8%
- Outside of the USA: 5.9%
- I'd rather not answer: 6.3%
(n=304)

Geographical Factors for Post-Graduation Search

- Near Hometown: 33.4%
- Near Institution: 22.1%
- Specific City: 17.5%
- Specific State: 13.6%
- Countrywide/Regional: 22.7%
- Outside of the USA: 9.7%
- I'd rather not answer: 9.4%
(n=308)
Graduates reported a total of 512 practical application learning opportunities outside of the classroom.

**Internship Data**
- 49.6% completed more than one internship (n=115)
- 45.7% participated in 40+ hours/week full-time internships (n=106)
- 48.5% received academic credit (n=112)
- 24.0% offered full-time employment as result of internship (n=56)

61.9% rated the internship very helpful in preparing for workplace/career (n=143)

**Internships**
- 313 Reported
- 91.2% Of the 214 graduates that completed internships reported it helpful in preparing for the workplace
- 50 Graduates offered full-time employment as result of experience
- 91 Full-time internships reported

**Service Learning & Volunteer**
- 195 Reported
- 80.4% Of the 69 graduates that completed service learning reported it helpful in preparing for the workplace
- 71.4% Experiences in conjunction with the College
- 8 Graduates offered full-time employment as result of experience

**Study Abroad**
- 67 Reported
- 91% Of the 54 graduates that completed a Study Abroad trip reported it helpful in preparing for the workplace
- 25 Different majors represented
- 6 Continents visited

*512 experiential learning activities reported in May 2015*
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<th>Field</th>
<th>At Graduation</th>
<th>6 months</th>
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OFFICE STATS

2015 - 2016

- 503 Appointments/ Walk-ins with Students and Alumni
- 120 Students came in more than once
- 383 Individual students came into the office
- 205 Appointments with graduating seniors
- 86% Satisfied with professional connections on campus
- 975 Students received class presentations

- 2203 Student Logins
- 1173 Jobs Posted
- 3150 Active Employers

CareerSPOT Usage (online job board and employer directory)

- 72 Employer events
- 400+ Professional contacts

Employer Engagement On Campus
December 2015
Graduate Outcomes
Snapshot

- 73% Employers
  - Graduates with employment or graduate school plans at time of graduation

- Average salary of graduates reporting full time employment
  - $34K

- Percentage of graduates that completed experiential learning opportunities
  - 63%

Top Locations
1. St. Augustine/Jacksonville
2. Orlando
3. South Florida
4. Tampa
5. Northeast
6. International

Prepared by the Office of Career Services
Personal Shout-outs

• New York University
• Rollins College
• University of Miami
• George Mason University, School of Business
• Bradley University
• Lehigh University
• University of Georgia
Connect with me!

tstevenson@flagler.edu

@Tsteves_Flagler

904.819.6286
Career Outcomes

Data Visualization: Tools, Graphics & Animation

Darin Parker, Web Developer
Software, Tools, Graphics & Animation

Like many in our field, I often wear multiple hats...
Okay ... we have the data and we know the story we want to tell.

Now we need to think about how we plan to distribute the final product(s).
We need to make one set of graphics that may be distributed using multiple methods.
Software, Tools, Graphics & Animation

Print – Requires high resolution, properly sized images

Web – Requires compressed, smaller file sized images

Video – Requires high quality, scalable images
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With 3 different distribution methods, we need to make sure that each one has graphics in a format that works best but we don’t want to duplicate our efforts.
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Step one for us was to create the primary graphics that we would use as the “building blocks” for our various infographic products (print documents, web pages and video).
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Raster vs Vector
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Raster vs Vector

- Groups of pixels aligned on a grid
- Have a fixed resolution
- Cannot be scaled without quickly losing quality
- Raster file formats include JPG, GIF, BMP, PNG, TIFF

- Resolution independent
- Made of mathematically defined objects and paths
- Can be scaled up or down.
- Vector file formats include AI, EPS, SVG
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Vector Wins!

- Great for line art
- Scalable to any size
- May be exported into other formats without diminishing quality
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Finding the right tool for the job ... ... because one size does not fit all.
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Finding the right tools for the job ...

Illustrator  Indesign  After Effects
Adobe Illustrator

Vector graphics app for creating logos, icons, sketches, typography, and complex illustrations for print, web, interactive, video, and mobile.
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Adobe InDesign

Page design and layout toolset for creating and publishing everything from printed books and brochures to digital magazines, eBooks, and interactive online documents.
Adobe After Effects

Animation and creative compositing app for designing and delivering professional motion graphics and visual effects for film, TV, video, and web.
Using Adobe Illustrator, we created the individual vector (.eps) graphics that could be used in all three infographic distributions.
The vector (.EPS) files were then imported into Adobe InDesign to produce the “print” (.PDF) version of the infographic document.
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Going back to Illustrator, we exported the vector (.EPS) files to a web-friendly size and format (.PNG) for display on our website.
To create the animated video version of our infographic, we imported the Illustrator generated vector (.EPS) files into Adobe After Effects.
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Resources:

Lynda.com

envato market

graphicriver

videohive

audiojungle
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Templates and pre-made graphics are a great way to start. They can be edited, combined with other resources, or used for inspiration.
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Resources and Credits:

UGA Career Center – Career Outcomes: [http://career.uga.edu/outcomes](http://career.uga.edu/outcomes)

What is Illustrator: [https://helpx.adobe.com/illustrator/how-to/what-is-illustrator.html](https://helpx.adobe.com/illustrator/how-to/what-is-illustrator.html)

What is InDesign: [https://helpx.adobe.com/indesign/how-to/what-is-indesign.html](https://helpx.adobe.com/indesign/how-to/what-is-indesign.html)

What is After Effects: [https://helpx.adobe.com/after-effects/how-to/what-is-after-effects-cc.html](https://helpx.adobe.com/after-effects/how-to/what-is-after-effects-cc.html)

Lynda.com: [https://www.lynda.com/](https://www.lynda.com/)

Envato Market: [https://market.envato.com/](https://market.envato.com/)

Tableau: [https://www.tableau.com](https://www.tableau.com)
Question & Answer

Laura Shackelford, M.Ed. - UNT
Tara Stevenson, M.S. – Flagler College
Darin Parker, M.Ed. – UGA
Laura Kalb, M.Ed. – Trinity University
SoACE Technology Summer Boot Camp

THANK YOU!