

# OUTCOMES-BASED ASSESSMENT FOR CAREER SERVICES

July 23-25, 2012  
Providence, RI

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**“The outcomes-based assessment conference gave me much more insight at making decisions on collecting data and what might need to be assessed. The presenters gave us examples from ALL areas of the career center so we could see the whole picture.”**

*– Deb Herman, Director, Employer Relations and Recruiting, Clemson University*

**“Very powerful information delivered in an understandable way. Even if you’re already building and assessing learning outcomes, you will learn techniques to improve your career services operation. For us, it’s a tremendous starting point.”**

*– Richard Davin, Director, Career Services and Employer Relations, Framingham State College*

**“Outcomes-Based Assessment for Career Services was the most professionally managed and informative conference I have attended. The presenters were not only knowledgeable and good educators, they understood the issues of career services professionals.”**

*– Theresa Harrigan, Director, Career Center, Boston College*



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## OVERVIEW

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Increased pressure to measure results and stringent accreditation standards are making it necessary for career services officers to move beyond counting office visits, job postings, and placements. A more sophisticated assessment methodology can help you align programming with your goals and justify departmental expenditures.

Structured as a “learn and work” event, you will leave this conference armed with an action plan that will help you integrate a framework for assessment in order to improve student learning. Our expert instructors will share key elements of an outcomes-based assessment plan, including:

- Developing outcomes
- Choosing a method for collecting data
- Analyzing data
- Making decisions about programmatic changes
- Closing the assessment loop by connecting the changes to long-term objectives
- Integrating assessment work into broader program review efforts

## WHO SHOULD ATTEND

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This conference is designed either for single learners or for teams who want to come together to solve common problems. Anyone who would benefit from expert critique and guidance to create the framework for an assessment plan is encouraged to attend.

## LEARNING OUTCOME

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After participating in this event, you will be able to implement an assessment plan for your career services office back on campus.

## AGENDA

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MONDAY, JULY 23, 2012

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|--------------------|--|
| 12:15 – 12:45 p.m. | <b>Registration</b>  |
| 12:45 – 1:00 p.m.  | <b>Opening comments and introductions</b>  |
| 1:00 – 2:00 p.m.   | <b>Know and Do Exercise</b><br><i>The event kicks off with an interactive exercise and discusses the strengths and weaknesses of different approaches to student learning outcomes. You will then participate in a facilitated brainstorming session that will help you develop learning outcomes for your department.</i>   |
| 2:00 – 2:15 p.m.   | <b>Afternoon break</b>   |
| 2:15 – 2:45 p.m.   | <b>The Assessment Model Framework</b><br><i>This session will address the purpose of a shift to a model focused on student learning and assessment of learning. You will learn a broad conceptual model of assessment. Topics include:</i> <ul style="list-style-type: none"><li>• <i>The purpose of assessment and its current importance</i></li><li>• <i>Basic definitions for assessment, evaluation, goals, learning objectives, and learning outcomes</i></li><li>• <i>The proposed assessment model</i></li><li>• <i>Phases of implementation</i></li></ul> |

Show how  
career services  
contributes to  
student learning  
using assessment  
tools.

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MONDAY, JULY 23, 2012 (CONTINUED)

2:45 – 3:30 p.m.

### **Indicators and the Matrix**

*This session will demonstrate how to begin implementing learning outcomes conducting basic assessments of student learning objectives. You will learn to:*

- Identify indicators of student learning
- Map programmatic efforts to learning objectives
- Connect the assessment model to phase I implementation
- Analyze indicator data to conduct basic assessment

3:30 – 4:00 p.m.

### **Tying up Phase I: Objectives**

*To close the day, this session will review and summarize phase I of the proposed assessment model and connect it to the next steps for administrators. You will also look at an example of how to write a year-end report from your objectives.*

4:00 – 5:30 p.m.

### **Writing/Refining Learning Outcomes and Practical Assessment Strategies**

*You will write or revise your own student learning outcomes using the vocabulary of assessment professionals. The group will then work together to evaluate the learning outcomes to see whether they are concrete, challenging, and current.*

5:30 – 6:30 p.m.

### **Networking reception (included in registration)**

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TUESDAY, JULY 24, 2012

8:30 – 9:00 a.m.

### **Continental breakfast (included in registration)**

9:00 – 9:30 a.m.

### **Day I Review**

*This session will review the material presented in Day I and set the stage for Day 2.*

9:30 – 11:00 a.m.

### **Working session: Rubrics**

*This session will show you how to develop rubrics to improve the quality and effectiveness of practical assessment strategies. In a hands-on activity, you will practice developing rubrics for an assessment strategy in order to evaluate student learning.*

11:00 a.m. – 12:00 p.m.

### **Tying up Phase 2: Outcomes**

*This session will review phase 2 and show you how to report your results to the rest of the campus. You will continue to break down tangible steps in the process to take back to your campus.*

12:00 – 1:30 p.m.

### **Lunch (included in registration)**

1:30 – 3:00 p.m.

### **Case study**

*This session will walk through the different components of a career service office assessment plan and show how a career services office was able to begin and implement an assessment process on their campus. They will also share current assessment reports and data collection methods.*

3:00 – 3:15 p.m.

### **Afternoon break**

3:15 – 4:30 p.m.

### **Sample Assessment Plan**

*This session will walk through the different components of a career service office assessment plan and show how a career services office was able to begin and implement an assessment process on their campus. They will also share current assessment reports and data collection methods.*

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WEDNESDAY, JULY 25, 2012

- 8:30 – 9:00 a.m.      **Continental breakfast (included in registration)**
- 9:00 – 9:30 a.m.      **Implementing Phase 1 and 2**  
*Integrating assessment into your everyday tasks may seem daunting and unfeasible. This session will show you how to create a manageable time frame for your office's assessment plan.*
- 9:30 – 9:45 a.m.      **Morning break**
- 9:45 – 10:45 a.m.      **Analyzing Data and Making Decisions**  
*Once you have begun collecting student learning data, you must be able to analyze the data and make recommendations on how to improve your activities and outreach. This session will show you how to map learning outcome data to your broader objectives to form a picture of student success.*
- 10:45 a.m. – 12:00 p.m.      **Action Plan/Audit**  
*This session will allow you to work in small groups to formulate an action plan to take back to campus for the beginning steps of your career services assessment. You will also discuss how to integrate assessment into your program review. In addition, participants will share their first steps and learning outcomes with colleagues for feedback from a variety of sources. Faculty will reinforce a recommended time frame and process.*
- 12:00 – 12:15 p.m.      **Final Q & A**  
*This final session will allow you to ask any remaining questions of the faculty panel.*
- 12:15 – 1:30 p.m.      **Lunch for post-conference workshop attendees (included in workshop registration fee)**
- 1:30 – 4:30 p.m.      **Optional post-conference workshop: Strategic Planning in Career Services**  
*Participants will be able to identify the most common steps to incorporate strategic planning into the operation of a career center, using a year-long, continuous improvement model, which incorporates setting goals and measurable objectives; ongoing process review and goal/objective refinement; qualitative and quantitative assessment; and annual reporting and updated yearly strategic plan. Participants will develop at least one concrete goal, a set of measurable objectives, and potential activities for further consideration upon return to their career centers, relating them to the strategic planning assessment.*

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## INSTRUCTORS



### **Jim Case, Director, Career Services, California State University, Fullerton**

Jim Case is the director of the Career Center at California State University, Fullerton, which also operates the Center for Research on Employment and the Workforce (C.R.E.W.) to collect, analyze, and disseminate information about issues and trends that are reshaping the professional opportunities of our graduates and the behavior of our employing organizations. Prior to coming to Fullerton in 1999, he directed the Career Management Center at Thunderbird, The American Graduate School of International Management in Glendale, Arizona, the Career Services program at the University of Rochester, the

Career Services program at the College of Wooster, and a community-based internship program in Philadelphia. Jim also is on the faculty of the Career Services Institute, which provides training to college and university career center staff throughout California and the western states. He has also served on the board of NACE (National Association of Colleges and Employers) and WACE (Western Association of Colleges and Employers). From 1983 to 1985, he was president of the National Society for Internships and Experiential Education, now NSEE. He also has been a trainer, a consultant, and an evaluator for numerous internship, community service, and cooperative education programs, and has made a variety of presentations and written several articles on career development and human resources topics.



### **John Hoffman, Instructor, California State University, Fullerton**

John coordinates the Student Development in Higher Education program at California State University and also teaches in the university's Ph.D. program in education. He has presented on learning and assessment in the co-curriculum at several local and national conferences. Before transitioning to the classroom, he spent more than 10 years working in administrative roles in student affairs, academic administration, and fundraising. He spent six years as a dean of students in private Christian universities, where he first developed his approach to assessment, and has refined the process through his work as an

instructor and through collaborative efforts with colleagues at other colleges and universities.

## HOTEL RESERVATIONS

The conference will be held at:

Hotel Providence  
140 Mathewson Street  
Providence, RI 02903

To reserve your room, call 800.861.8990. Please indicate that you are with the Academic Impressions group.

to receive the room rate of \$175 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of July 22, 23 & 24, 2012. Reservations must be made by June 22, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Hotel Providence is in the heart of downtown's arts and entertainment district. Step outside and browse shops full of eclectic discoveries, take in a show at the Providence Performing Arts Center, visit buildings that keep 350 years of history alive, or explore the universities of this historic city. Providence is easily accessible from T.F. Green Airport (PVD), located 10 miles south, or Boston's Logan International Airport (BOS), located 55 miles east.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

## REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before July 6, 2012

- Outcomes-Based Assessment for Career Services \_\_\_\_\_ \$1095 USD
- Outcomes-Based Assessment for Career Services and post-conference workshop \_\_\_\_\_ \$1395 USD  
(For registrations postmarked after July 6, 2012, an additional \$100 fee per registrant applies)
- Post-conference workshop \_\_\_\_\_ \$395 USD
- Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_  
Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_  
Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_  
Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone (day) \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

(In case of emergency, we will contact this person on your behalf)

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email. (evening)

- Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card \_\_\_\_\_  
Account Number \_\_\_\_\_  
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Billing Zip Code/Postal Code \_\_\_\_\_  
Security Code (last 3 digits on the back of Visa and MC or  
4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

- My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_
- Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 27, 2012. A \$100 processing fee will be assessed. After April 27, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.