



IMPROVING CAREER SERVICES WITH DATA

August 30, 2017 :: 1:00 - 2:00 p.m. EDT

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Are you putting data to work within your career services program?

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OVERVIEW

Learn how you can update your career services reporting strategy with existing resources. You will be provided ideas and resources to help ensure that you are collecting the right data to better analyze your office's performance. Obtain tips for how to better identify, track, and analyze metrics in order to:

- Harness the power of analytics in the career center
- Increase student engagement
- Develop tailored programming
- Advocate for resources tied to outcomes
- Make data-informed decisions

WHO SHOULD ATTEND

Career services professionals who are tasked with demonstrating and improving effectiveness with measurable outcomes cannot miss this training. Career advisors, counselors, and alumni engagement professionals will also benefit from this webcast.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/improving-career-services-data



LEARNING OUTCOME

After participating in this online training, you will be able to use career services data to improve the impact of your program.

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Program Manager at elizabeth@academicimpressions.com or 720-988-1218 if you'd like additional information about the program.

AGENDA

Wednesday, August 30, 2017 :: 1:00 - 2:00 p.m. EDT

- ➔ **Defining analytics in higher education**
 - Background and examples of institutional uses
- ➔ **Establishing a program for data collection**
 - Assessing existing sources of data
 - Evaluating data reliability
 - Establishing buy-in and a program for data collection
- ➔ **Moving from assumptions to data-driven decision-making**
 - Learning to answer and automate questions
- ➔ **Strategies for telling your story with data**

INSTRUCTOR

Jon Schlesinger, Director of the Hiatt Career Center, Brandeis University

Jon is a frequent writer, presenter, and trainer on career development theory, data analytics, and learning outcome assessment in career services. He presents at national and state career associations, as well as invited trainings at college career centers. Additionally, Jon has recent articles in the NACE journal, as well as peer-reviewed publications. His passion is student career development and working with career center staff. Prior to joining Brandeis, Jon was the Assistant Director for Strategic Planning and Communication in Career Services at the University of Colorado, Boulder.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before August 23, 2017. After August 23, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

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