Section II: Service Delivery

Students Served (July 1 Ë June 30 time period)
Enter "N/A" if data are not available for this reporting period.

Examples of Major Events, Services, Activities, and Initiatives[1]

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Gross Revenue	Total Expense	Net

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2019 Ë June 30, 2020 <u>Allocations</u>

Examples of Collaborations and Partnerships	Outcomes and Impact
‡bhYfbU.˙<Ybgcb˙8YUbˎBy˙CZˏWY	This year we partnered with the Dean of the Henson School to pilot weekly office hours in the Henson School lobby. This created a visual physical presence that led to 157 student interactions. It also led to the creation of additional events for this student population. For example, Career Ù^¦çぁ^•Á æ Á¦çㆠå¦Á¦ ÁÓ A¦Ô @^{ Á̃[˘}*^ÁÔ @æ‡Á series where we met with Chemistry majors to discuss options for after graduation and how to prepare.
Internal: Fulton School of Liberal Arts	We expanded the Fulton Career Peers program æ} å ^ o Á] Áæ¦ æ^||ã^ÁÓ æ‡^^¦Âǔ å㇠+Á̸ ÁÒˇ |ç} Á Hall. The Fulton School was the number 1 student population for Career Services appointments.
Internal: Faculty across all disciplines	We were invited by Faculty into their classrooms and delivered 77 Classroom presentations and workshops reaching over 1,378 students.
External: Wicomico County Public Schools	Delivered a series of interviewing skills workshops to local high school students from all of the Wicomico County high schools Fall 2019. Presented to career planning content to local high school students as a part of a university program |^å Áa^ Á¦Ó@ÁW}ã^¦•ã˘ɋÁP˘{ æ}Á̈Ü^^[˘¦&^•Á Department in January 2020. Visited Wicomico High School to conduct mock job interviews.
External: Junior Achievement	Continued to support Junior Achievement programming. This year we provided student volunteer ‡æ}•][¦æ蜾}Á¦¦Á¦Ó@Á^}ã^Áぁæ Å‥¦㋠* ÁÁ̃ÒÔÁ Q•]ã^Åæ蜾Á¦ÓÁJ^^ã}Á2Óã̃ÁÓ[ç^}㋠}ÁÓ^}̂c^¦È
External: Bay Area Center For Independent @ij]b[˙Íˎ657=@ĵ	Career Services partnered with Bay Area Center for Independent Living, Inc. and coordinated various campus entities such as Dining Services and Physical plant to offer a work-Based Learning Experience program on Salisbury W}ã^¦•ã˘ɋÅ歾]˘• for approximately 8-10 students, with special needs.

---

[2] Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals. Please use bullet or numerical formatting to provide examples of   outcomes.

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

The staff is 100% Safe Space and Green Zone trained.
Each year we complete NACE (National Association of Colleges and Employers) webinars related to serving students ˛ã@Á]^&ãæ¶Á^^å•Áˇ&@Áæ•Á&Ô[æ&@ã*ÁÙčå^}oˇÁ}Á&c@ÁÙ]^&čˇ{.+
Y^Áæ^Áˋã¶Á&c@Á¦[&^••Á-&¦^æã*Á¼ãčæ+Á^¦çãˈ•Á&Ç¦¦Á¢æ¶]^Éˣãã^[•DÁ}^^Á[]æ•Áã^Á^•ˇˇ^•Éˉ
ãčˇ¦çã˛ã*Éˣ&Éãà)åÁ¢][¦ã*Á&c@Áˇ•Á¶Á-ãᶜãˈæ¶Éãˉčˈ¦|ãˉ}&Á[˛^¦^åÁ&@æ¶ãˉo+ Áo provide answers to frequently asked questions 24 hour per day, 7 days per week.
Y^Áˇ•ˊᶜæãˉ¶ãˉ@åÁ¶æˉ¼¼ᶜæ}*Á&aæ}•&ˉ&ã˖&Á@ᶜ¦&aˉčˈ¦^•Áˉ¶ᶜæˉ¶æˉ¼@æᶜÁã¶|Á}ææ¶^•Á&¶^]ˇ[¦&¶c@Áæ¶[ˇ}oˉ¶-Á
time invested in staff professional development, for example: Cultural Competence training.

Section VII: Measuring Up Ë Research, Assessment, and Evaluation[3]

2019-2020 Goals and Outcomes
July 1, 2019-June 30, 2020

Department Goals	Summative Outcomes
Identify relevant activity reporting metrics and create a monthly report that leverages data to communicate the impact of Career Services	Complete. The report was reviewed and approved by Dr. Wallace Southerland Spring 2020.
Update the previous 3-5 year strategic plan for the Career Services staffing model given the addition of a Career Coach in the Perdue School (and serve on the search committee)	At the request of the Dean of the Perdue School of Business, the Director of Career Services served on the search committee until internal candidates applied and at that point all parties agreed there would be a conflict of interest.

The Director did participate in the evaluation of c@^Áâ̧ æ‡ã̄ơ oÁ presentations on campus.

At the request of the Dean of the Perdue School of Business, the Director of Career Services delayed any analysis of the staffing model and business process architecture until after the Spring 2020 semester. |
| Continue the evolution of the new Career Services website and related on-line delivery of services | Ú¦[*¦^••Áæ‡æâ̧•ơ/ȯ@aÁ[æ¦/&¦} câ̧̄ˇ^•Ě̃ÓㆌÁ¦ˇ^]¦â̧oÁ¦¦ÁˆÓ̄æ^^¦Á Ù^¦çㆌ̂•ÁΫ^à•ã̄ƈ^Á̃ƌ+/@æˆÁå^^}¦&¦^æˆ̊åÁǣ̧ã̧•ã̄^¦Á |

Examples of Other Research, Assessment, or Evaluation Projects (if applicable)
July 1, 2019-June 30, 2020

Project	Key Result(s) or Outcomes	Organizational Changes
Example: Three-Year Student Satisfaction Survey with new math instructional software.	*80% of student users indicated new software was helpful to understanding math concepts.*	*Two additional math sessions using the new software will be added.*
The Career Services 5 Year :]bUbW¶U˙Í Dfc˙z˙fa U͡ ˙	We completed the creation of a tracking tool that allows us to analyze all of the data from our events to determine profitability and assess return on investment based on student participation	We will be able to assess the effectiveness of each event and decide if the event is a prudent use of financial and human capital

For all of the events held to date, the student engagement justifies the financial investments. Most events are profitable enough to support the events that do not generate revenue.

For example: Job Fair profits are used to produce Networking Nights which do not generate revenue and involve expenses for catering and advertising. |

Section VIII: Strategic Plan-Related Goals (July 1, 2020 Ë June 30, 2021)[4]

The following goals are intended to be ambitious but attainable. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs' goals and expectations, and the University's strategic plan.

Department Goal or Objective	Map to University Strategic Plan 2020-2025 Goals	Map to SA Strategic Goals (TBD)	Examples of Assessment Metrics that will be Used