

Assessment Results

2017-18



Admin (AAO) - IDEA Center

University Mission: George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

Program Mission: The IDEA Center coaches students to ensure completion of graduation requirements and prepare students for successful life outcomes, including career evaluation and job and internship search and preparation.

Alignment With GFU Mission: Aligns with preparing students spiritually, academically, and professionally and to "empower students to achieve strategic life outcomes."

Assessment Lead: Wendy Flint

Annual Update

2017 - 2018

Summary of the Past Year: In 2017-18, five career and academic coaches held 4,185 student appointments in all undergraduate majors (15 to 30 minutes each). Coaches also gave 93 classroom career presentations to 2,151 students (an increase of 34.8% from the previous year). CAP Coaches taught three GEED Career Planning courses to 172 students on vocational calling, career mapping, and internship and job planning. Twenty-two new career events took place (46 events total) with over 1,200 students in attendance. Over 70 employers participated on campus in IDEA Center recruitment or educational events. The total face-to-face contact with students for everything listed is 7,536. 85% of the class of 2018 participated in 900 internships - an average of 2.3 per student.

In 2017-18, 2,179 students logged into Handshake for job and internship searches. There were 18,998 job postings in Handshake and 2,827 George Fox students filed applications. Handshake houses our internship for credit process as well as jobs and internship opportunities. There were 313 internships for credit approved, an increase of 36% from the previous year (229 internships approved for credit). 2,890 new employers created Handshake profiles during the academic year, significantly increasing the amount of our employer contacts by 210%. 711 students completed profiles, demonstrating a 73% increase from the previous year (410 profiles completed).

Without affecting the bandwidth of CAP or Career coaches, the IDEA Center was able to support the Portland Center programs in a variety of ways. The Assistant Director presents at every ADP new student orientation on StrengthsFinder. The Director presented two workshops to MBA students on resumes and transferrable skills. A Grad Assistant Career Coach schedules appointments on Thursday evenings with ADP students for career preparation coaching, including resume, cover letter, job search, and LinkedIn.

2016 - 2017

Summary of the Past Year: CAP Coaches and Career Coach held 4,486 appointments to discuss graduation completion, 4:3 PLAN, career planning, and job and internship preparation. Classroom presentations were given to 19/42 majors and to 1,822 students. 179 students attended GEED career planning courses on vocational calling, career mapping, networking, branding, and internship / job search. 600 students participated in strengths finder to identify talents that support their calling. 350 students attended a job and internship fair. 80% of coaching time is academic planning, scheduling, and advising with the greatest workload at Genesis in the Fall. The challenge continues to be strategically increasing the career conversations and internship preparation of students integrated with academic advising. Proposed solutions include an additional career coach (not CAP coach); increased classroom presentations to reach more students; and including an internship or 4:3 plan discussion with every appointment, consider a

peer coaching program for resumes and cover letters, and guiding students to an additional career appointment.

<i>Outcomes</i>	<i>Assessment Tools</i>	<i>Results</i>	<i>Actions/Analysis</i>
<p>Academic Coaching - Students working with CAP coaches will report higher confidence in their academic plan, and that if they follow the plan they will graduate in a timely fashion.</p> <p>Outcome Status: Active</p> <p>OutcomeType: Wellness - Mental, Emotional, Relational</p> <p>Start Date: 08/27/2014</p>	<p>Survey - IDEA Center Student Survey</p> <p>Target: 90% of students state that their appointment(s) with a CAP Coach for graduation requirements or academic planning was "Extremely Valuable" or Very Valuable</p> <p>Schedule for Data Collection: March of every year with graduating seniors</p> <p>Schedule for Data Analysis & Reporting: annual</p>	<p>Academic Year: 2017 - 2018</p> <p>Target Met?: Yes</p> <p>93.4% of the graduating class of 2018 stated in an exodus survey that their academic appointments were very valuable or extremely valuable. (09/05/2018)</p> <hr/> <p>Academic Year: 2015 - 2016</p> <p>Target Met?: Establishing Benchmark</p> <p>98% of seniors (2016 grads) said they were satisfied with their academic and career planning from the IDEA Center. (06/01/2017)</p> <hr/> <p>Academic Year: 2016 - 2017</p> <p>Target Met?: Establishing Benchmark</p> <p>Career Specific results (not academic survey). 77% of seniors had a career coaching appointment feel better equipped to pursue my career goals after graduation. (06/01/2017)</p>	<p>Action/Analysis: This data was collected in March 2018 (09/05/2018)</p> <hr/> <p>Action/Analysis: The IDEA Center is now using a survey from a new software program Handshake. The original intent to send a full satisfaction survey (separating career coaching from academic advising) to seniors was not fulfilled. Going forward IDEA center is gathering information based on the the question "Were you satisfied with academic and career planning at the IDEA Center?" (06/01/2017)</p> <p>Follow-Up: The IDEA Center will be reporting to Academic Affairs as of June 1 2017. All questions in TracDat will be reviewed and revised to align with AAO goals. (06/01/2017)</p> <hr/> <p>Action/Analysis: The IDEA Center will be reporting to Academic Affairs as of June 1 2017. Student satisfaction questions will be reviewed and revised to align with AAO. Current data on student satisfaction is only done with exiting seniors. We have not surveyed students "confidence" if they "believe" they are going to graduate in a timely fashion based on working with the CAP Coaches. Currently we can only obtain data</p>

Outcomes	Assessment Tools	Results	Actions/Analysis
		<p>Academic Year: 2014 - 2015 Target Met?: Yes 98% of students surveyed reported they have a better understanding of their major/minor after meeting with their CAP Coach. (10/13/2015)</p>	<p>on graduate satisfaction of the contributions of the IDEA Center. (06/01/2017) Follow-Up: The Provost will evaluate if we will do a survey of ALL students every year regarding confidence in the plan for graduating in a timely fashion. as it relates to CAP coach counseling, (06/01/2017)</p>
<p>Career Coaching - Students attending IDEA Center events and coaching sessions are better equipped for internship and job search success. Outcome Status: Active OutcomeType: Wellness - Mental, Emotional, Relational Start Date: 08/27/2014</p>	<p>Survey - IDEA Center Student Survey Target: 80% of students attending IDEA center events or career coaching sessions report being better equipped for obtaining internships and the job search process. Schedule for Data Collection: April Schedule for Data Analysis & Reporting: April 2015</p>	<p>Academic Year: 2017 - 2018 Target Met?: Yes Out of the graduating seniors who attended the Exodus event, 94.1% reported interacting with the IDEA Center via individual appointments, 45.1% via Career Events, and 56.2% via classroom presentations. At the time the survey was administered, 62.1% of seniors indicated that they had secured employment for after graduation and 18% were accepted into grad school. There is an indirect correlation between the two and students wrote in comments and emails that they contributed their success to the career coaching at the IDEA Center. (09/05/2018)</p>	<p>Action/Analysis: This data was collected in March 2018. A follow up First Destination survey confirmed employment numbers. Next year the specific question about being better equipped due to career coaching will be asked in the Exodus survey. (09/05/2018)</p>
		<p>Academic Year: 2015 - 2016 Target Met?: Yes 98% of senior students (2017 graduates) were satisfied with their academic and career planning from the IDEA Center. According to a CSO Outcomes report for 2016 - 55% of graduates reported an internship was helpful or very helpful in preparing them for the workplace/career. (06/01/2017)</p>	<p>Action/Analysis: The IDEA Center will be reporting to Academic Affairs as of June 1 2017. Student satisfaction questions will be reviewed and revised to align with AAO. Current data on student satisfaction is only done with exiting seniors. (06/01/2017)</p>
		<p>Academic Year: 2016 - 2017 Target Met?: No 77% of seniors (2017 grads) who had a career coaching appointment, feel better equipped to accomplish their</p>	<p>Action/Analysis: Originally this question was to be used in a survey of all students using the</p>

Outcomes	Assessment Tools	Results	Actions/Analysis
		<p>career goals post graduation. (06/01/2017)</p>	<p>IDEA center. An "all student" survey was never conducted. Surveys for potential success and satisfaction are done with graduating seniors only. As a result, the question asked in the senior exiting survey did not exactly match this question.</p> <p>(06/01/2017)</p> <p>Follow-Up: The IDEA Center will be reporting to Academic Affairs as of June 1 2017. Student satisfaction questions will be reviewed and revised to align with AAO. The Provost will determine if a ongoing yearly survey of student satisfaction and confidence will be done or if only seniors will be evaluated. (06/01/2017)</p>
		<p>Academic Year: 2014 - 2015 Target Met?: Approaching Target 78% of students agreed that they feel better equipped to obtain an internship or job after meeting with a Career Coach. (10/13/2015)</p>	
<p>Internships - Develop a university culture emphasizing the importance of internship experience. Outcome Status: Active OutcomeType: Core Theme #2: Professional Preparation</p>	<p>Survey - CSO Outcome Survey</p> <p>Target: Obtain a 2% increase (over the prior year) of students reporting an internship by graduation</p> <p>Schedule for Data Collection: annually Schedule for Data Analysis & Reporting: April 2015</p>	<p>Academic Year: 2017 - 2018 Target Met?: Yes</p> <p>Out of the graduating seniors who attended the Exodus event, 89.3% reported being aware of the value of internships, whereas 10.7% of students responded having not been communicated to regarding the importance of internship experiences. Based on student responses to the follow-up question (N=357), asking who would have communicated to them the value of internships, 81% of respondents indicated that they were made aware via their Faculty / Academic Department, 79% through the IDEA Center, 43.4% through their peers or friends, and 35.9% through their parents or family members. The average number of learning experiences completed by students in</p>	<p>Action/Analysis: We no longer use CSO Outcome Survey. We use an Exodus Survey and Handshake data. (09/05/2018)</p>

Outcomes	Assessment Tools	Results	Actions/Analysis
		<p>the final term of their senior year is approximately 2.3 experiences. Out of the total number of student respondents, the majority reported having completed at least 1 (27%) or 2 (26.2%) experiences during their time at Fox.</p> <p>Handshake houses our internship for credit process as well as jobs and internship opportunities. There were 313 internships for credit approved, an increase of 36% from the previous year (229 internships approved for credit). 2,890 new employers created Handshake profiles during the academic year, significantly increasing the amount of our employer contacts by 210%. 711 students completed profiles, demonstrating a 73% increase from the previous year (410 profiles completed). (09/05/2018)</p> <hr/> <p>Academic Year: 2016 - 2017 Target Met?: Yes 73.4% of 2016/17 graduates reported completing an internship, field experience/practicum, clinical experience, student teaching or service learning while working on their degree. There was a 2% increase in number of students who reported participating in internships for credit. (06/01/2017)</p> <hr/> <p>Academic Year: 2014 - 2015 Target Met?: Establishing Benchmark 71% of 2014/15 graduates reported completing an internship, field experience/practicum, clinical experience, student teaching or service learning while working on their degree. (10/13/2015)</p> <hr/> <p>Academic Year: 2015 - 2016 Target Met?: Yes Added Sociology as a required internship major. (06/01/2017)</p>	<p>Action/Analysis: This data was combined with a senior survey (96 students or 72% reporting they had completed an internship) with the data of graduating seniors 2017 who were required to do an internship or complete a field experience bringing the total to 73.4%. (06/01/2017)</p> <p>Follow-Up: The CSO Outcome Survey is no longer used. The IDEA Center is now using Handshake to report internships. (06/01/2017)</p> <hr/> <p>Action/Analysis: Communication to students and faculty on the value of internship continues and the response is slow but steady. (09/05/2018)</p> <hr/> <p>Action/Analysis: The measurement is actually emphasizing importance, but getting required internship is the ultimate goal. (09/05/2018)</p>
	<p>Survey - Annual Assessment of major requirements Target: Add 1 major/year in requiring an internship experience Schedule for Data Collection: annual Schedule for Data Analysis &</p>		

Outcomes	Assessment Tools	Results	Actions/Analysis
	<p>Reporting: annual</p> <p>Survey - NSSE item 11a Schedule for Data Analysis & Reporting: Annually</p>	<p>Academic Year: 2017 - 2018 Target Met?: Yes No new major added as a requirement. (06/01/2017)</p> <hr/> <p>Academic Year: 2014 - 2015 Target Met?: Yes Met 100%. The Spanish degree program added a required internship. (10/13/2015)</p>	<p>Action/Analysis: No new major added. But the importance of the internship experience was communicated. (09/05/2018)</p>
<p>Employer Relations - Develop university-wide employer relationship database and expand the number of employer relationships. Outcome Status: Active OutcomeType: Core Theme #4: Local & Global Engagement, Wellness - Mental, Emotional, Relational</p>	<p>Bruin Careers Analytics Target: Increase job postings in Bruin Careers by 10% Increase student use of Bruin Careers by 50% Schedule for Data Collection: annually Schedule for Data Analysis & Reporting: May 2015</p>	<p>Academic Year: 2017 - 2018 Target Met?: Yes Increased the number of employer interactions on campus and company visits from 140 to 190. Hired an employer relations manager to expand network and pipelines. Adopted a CRM system to manage employer contacts. Put up maps in IDEA Center of Portland, Salem, WA, OR to track new employer relationships. Working with advancement to enter alumni specific employer contact activity into the PeopleSoft database. In 2017-18, 2,179 students logged into Handshake for job and internship searches. There were 18,998 job postings in Handshake and 2,827 George Fox students filed applications. 2,890 new employers created Handshake profiles during the academic year, significantly increasing the amount of our employer contacts by 210%. 711 students completed profiles, demonstrating a 73% increase from the previous year (410 profiles completed). (09/07/2017)</p> <hr/> <p>Academic Year: 2015 - 2016 Target Met?: Yes In Bruin Careers there was a total of 1943 jobs posted which was a 26% increase from the previous year. (06/01/2017)</p> <hr/> <p>Academic Year: 2016 - 2017 Target Met?: Yes There were 5762 jobs posted in Handshake , a 197% increase. (06/01/2017)</p> <hr/> <p>Academic Year: 2014 - 2015</p>	<p>Action/Analysis: We have replaced Bruin Careers with Handshake. (09/05/2018)</p> <hr/> <p>Action/Analysis: We have discontinued Bruin Careers and now use Handshake. (06/01/2017)</p> <hr/> <p>Action/Analysis: Bruins Careers has been discontinued and job postings are now in Handshake. (06/01/2017)</p>

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<p>Faculty collaboration - Academic partnerships resulting in required co-curricular activities and embedded career curriculum activities in coursework.</p> <p>Outcome Status: Active</p> <p>OutcomeType: Wellness - Mental, Emotional, Relational</p> <p>Start Date: 08/27/2014</p>	<p>Survey - Annual survey of academic departments with data compiled in "The Grid" spreadsheet.</p> <p>Target: Embed career curriculum in 25% of majors by fall 2015 (report on subject/tool: LinkedIn, Internships, Resumes, Skills Extraction on Syllabi, IDEA classroom presentation and others)</p> <p>25% of majors report required student attendance at an IDEA sponsored activity/event- co-curricular activities threshold</p> <p>Schedule for Data Collection: end of academic year</p> <p>Schedule for Data Analysis & Reporting: Annual</p>	<p>Target Met?: Yes</p> <p>Increased Bruin Career job postings from 3,021 in 2013/14 to 3,643 in 2014/15 for an increase of 20.5% (10/13/2015)</p> <hr/> <p>Academic Year: 2017 - 2018</p> <p>Target Met?: Yes</p> <p>50% of majors now invite us into the classroom for career presentations. LIBA 400 added to their requirements for all seniors to have a career appointment at the IDEA center. CAP coaches and director presented at the faculty conference on academic advising for retention and persistence. The iFab committee was presented ways to integrate real world skills into the curriculum. CAP coaches present the 4:3 plan to freshmen in LIBA100. 81% of seniors stated in an exodus survey that faculty communicated to them the value of internships and experiential learning. Coaches also gave 93 classroom career presentations to 2,151 students (an increase of 34.8% from the previous year). CAP Coaches taught three GEED Career Planning courses to 172 students on vocational calling, career mapping, and internship and job planning. (09/05/2018)</p> <hr/> <p>Academic Year: 2016 - 2017</p> <p>Target Met?: Yes</p> <p>19 of 42 (48%) majors participated in "embedded" career curriculum training. (06/01/2017)</p> <hr/> <p>Academic Year: 2015 - 2016</p> <p>Target Met?: Yes</p> <p>21 of 42 (50%) Majors participated in "embedded" career curriculum training. (05/08/2017)</p> <hr/> <p>Academic Year: 2014 - 2015</p> <p>Target Met?: Establishing Benchmark</p> <p>This is a new measurement for 2014/15. (05/01/2016)</p>	<p>Action/Analysis: We have not implemented an annual survey of academic departments. (09/05/2018)</p> <hr/> <p>Action/Analysis: The IDEA Center will be reporting to Academic Affairs as of June 1 2017. This question may be revised to align with AAO goals. (06/01/2017)</p>
<p>Industry clusters - Develop a career cluster model organized around industries, designed to simultaneously serve multiple</p>	<p>Google doc tracking of student attendance by major to networking/career fair and panel</p>	<p>Academic Year: 2017 - 2018</p> <p>Target Met?: Yes</p> <p>Twenty-two new career events took place (46 events total)</p>	<p>Action/Analysis: The concept of a career cluster model organized around industries is now in</p>

<i>Outcomes</i>	<i>Assessment Tools</i>	<i>Results</i>	<i>Actions/Analysis</i>
<p>academic departments. Outcome Status: Active</p>	<p>events Target: Students representing 50% of degree programs will be in attendance at events.</p> <p>Schedule for Data Collection: annually Schedule for Data Analysis & Reporting: May 2015</p>	<p>with over 1,200 students in attendance. Over 70 employers participated on campus in IDEA Center recruitment or educational events. The signature event for 2018 was the 2nd annual Job and Internship Fair held in the Canyon Commons. We had 40 companies (for-profit and non-profit) set up displays with recruiters and 250 students attended. (09/05/2018)</p> <hr/> <p>Academic Year: 2015 - 2016 Target Met?: Yes 985 students attended IDEA Center Events - a 23% increase. (06/01/2017)</p> <hr/> <p>Academic Year: 2016 - 2017 Target Met?: Yes 1338 students attended IDEA Center Events - a 26% increase. (06/01/2017)</p> <hr/> <p>Academic Year: 2014 - 2015 Target Met?: Establishing Benchmark 753 students attended career & networking events or interviewed with recruiters on campus that were hosted by the IDEA Center. (10/13/2015)</p>	<p>development. The employer relations manager will be working with College of Business and Art & Design to develop connections for internships. (09/05/2018)</p> <hr/> <p>Action/Analysis: The concept of career cluster model is still be assessed. (09/05/2018)</p>
<p>Undeclared students - Undeclared students will declare a major by the end of their Freshman year. Outcome Status: Active</p>	<p>Survey - PeopleSoft data analysis Target: 85% of incoming undeclared students will have a major by the end of their Freshman year Schedule for Data Collection: by semester Schedule for Data Analysis & Reporting: annual</p>	<p>Academic Year: 2017 - 2018 Target Met?: Establishing Benchmark 80% of incoming class of 2017 declared a major by the end of their Freshmen year (09/05/2018)</p> <hr/> <p>Academic Year: 2015 - 2016 Target Met?: Yes 72% of the 87 incoming Undeclared students chose a major by the end of their first year. (06/01/2017)</p> <hr/> <p>Academic Year: 2016 - 2017 Target Met?: Yes 75% (66 students) of the 87 incoming Undeclared students chose a major by the end of their first year. (06/01/2017)</p> <hr/> <p>Academic Year: 2014 - 2015 Target Met?: Yes 86.4% of freshman students had declared a major by the</p>	<p>Action/Analysis: Even though the national goal is to get students to declare by the end of their Freshmen year, many make a final decision in the first semester of their sophomore year. (09/05/2018)</p> <hr/> <p>Action/Analysis: The bar for this may be too high. (09/05/2018)</p> <hr/> <p>Action/Analysis: 75% is a good result. Most declare later. (09/05/2018)</p>

Outcomes	Assessment Tools	Results	Actions/Analysis
<p>Alumni connections - Connect alumni with students for professional mentoring, networking, internships and job opportunities. Outcome Status: Active</p>	<p>Survey - Google tracking sheet Target: 10% annual increase in alumni participation at UG professional mentoring, networking, internships and job opportunities events. Schedule for Data Collection: end of academic year 2015 Schedule for Data Analysis & Reporting: annual</p>	<p>end of their freshman year. (10/13/2015)</p> <hr/> <p>Academic Year: 2017 - 2018 Target Met?: Yes In 2017, we implemented our Alumni Career Ambassador program. Alumni members help IDEA Center staff keep current on marketplace skills and career trends in specific industries so we are better prepared to help our students with internship and job-readiness success. Alumni also work directly with students in a variety ways. In 2018, we had 15 alumni participate in information panels, present in the classroom, offer their time in mock interview practice, and present at our iFab meetings (Faculty Advisory Board). (09/05/2018)</p>	<p>Action/Analysis: A partnership with Alumni Relations was unsuccessful The director will continue to focus on alumni relations increasing networking opportunities for students. (09/05/2018)</p>
		<hr/> <p>Academic Year: 2016 - 2017 Target Met?: Yes 2813 GFU Student Alumni from the past two years were imported into Handshake. They received announcements regarding IDEA Center Events. 26 Alumni participated in IDEA Center events. (06/01/2017)</p>	<p>Action/Analysis: In 2017/18 we will be reporting Alumni in Companies and numbers we have contacted for events or internships. (06/01/2017)</p>
		<hr/> <p>Academic Year: 2015 - 2016 Target Met?: Establishing Benchmark will measure in 2016 (05/01/2016)</p>	
		<hr/> <p>Academic Year: 2014 - 2015 Target Met?: Establishing Benchmark We will begin tracking this information in the 2014/15 academic calendar year. (10/13/2015)</p>	