THEORETICAL FRAMEWORK
The Fayetteville State University Office of Career services assessment plan will be created to measure and enhance office programs and services effectiveness in supporting 4 critical areas:

- Higher Education/Career Counseling Standards and Philosophy (SACS, CAS, NACE)
- Fayetteville State University Mission, Strategic Plan, and Priorities
- Division of Student Affairs Mission, Values, and Student Development Philosophy
- Departmental Mission, Strategic Plan Goals, Four Year Plan

We will collect data that quantitatively demonstrates scope of services offered and frequency of services used. As well as qualitative data that demonstrates levels of satisfaction and effectiveness of programs and services.

The quantitative and qualitative data collected will aggregated at the completion of the assessment period (annually) should provide evidence-based support of the services and programs offered by the Office of Career Services aligning with field standards; institutional, divisional, and unit level missions, objectives, and priorities through formal assessment.

ASSESSMENT GOALS
- Develop comprehensive “self-assessment” of programs and services provided by Office of Career services
- Demonstrate OCS services as mission critical initiatives for student learning and success.
- Demonstrate effectiveness of continued, repeat-visit services offered by OCS towards student retention and graduation

ASSESSMENT OBJECTIVES
- Assessments will generate quantitative data on the number of programs offered and students serviced through office book and appointment keeping
- Assessments will demonstrate qualitative data of services and events offered through student and employer assessment
- Assessments will demonstrate qualitative data of effectiveness of services and events through outcome based assessment of student development, employment statistics
- Reports will corroborate data collected on programs and services provided by OCS meeting specific needs of institutional and divisional missions and priorities
METHODOLOGY, SCOPE, & TOOLS
The assessment method is to create an annual cycle of continuous self-assessment of services, programs, and events. Ongoing assessment will be implemented throughout the year, at the completion of calendar year reports of aggregated data will be created to demonstrate trends and levels of effectiveness.

From the report the committee (OCS) will identify areas of strength and recommend areas of improvement to develop a department level quality enhancement plan to guide strategic goals for the following year.

Assessment pool will consist of students, alumni, and employers/recruiters. Assessment will be gathered from student surveys, employer surveys, student advisory/ambassador groups, and demographic measurement tools (i.e. number of annual office visits)

ASSESSMENT OPTIONS
Quantitative Assessments
Kiosk Count of Student Visits
Focus 2 Log-ins

Dept Qualitative Assessments
Student rating of OCS services & events (survey)
Employer Rating of OCS services & events (survey)
Student Learning Survey (Outcome Survey)
Hire Rate of students (institutional research) (outcome based)

Needs Comparison/Assessment
CAS Comparison/Self assessment (Relevant professional standards)
Students Assessment (Desirable student standards)
Career Ambassadors (focus group/advisory)
SELF-ASSESSMENT/COMPARISON IMPLEMENTATION
Self-Assessment as suggested by the CAS should occur continuously through calendar year. Below is a suggested timeline of review and assessment of OCS current services, and operation with areas categorized by CAS.

Phase 1: August 2010 - October 2010 (on hold for future assessment)
- Mission Standards
- Program Standards
- Leadership Standards

Phase 2: November 2010 - December 2010 (on hold for future assessment)
- Organization and Management Standards
- Human Resources Standards
- Financial Resources Standards
- Facilities, Technologies, Equipment Standards

Phase 3: January 2011 - March 2011 (on hold for future assessment)
- Legal Responsibilities Standards
- Equity & Access Standards
- Campus & External Relations Standards

Phase 4: March 2011 - June 2011 (on hold for future assessment)
- Diversity Standards
- Ethics Standards
- Assessment and Evaluation Standards

OPERATIONAL CALENDAR

<table>
<thead>
<tr>
<th>OCS Service/Program</th>
<th>Draft</th>
<th>Collection</th>
<th>Aggregate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Fair</td>
<td>8/16/10</td>
<td>9/1/10</td>
<td>10/1/10</td>
</tr>
<tr>
<td>Counseling Evaluations</td>
<td>8/23/10</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
<tr>
<td>Professional Devlp. Workshops</td>
<td>8/23/10</td>
<td>Ongoing (weekly)</td>
<td>Monthly</td>
</tr>
<tr>
<td>Fall Career Fair</td>
<td>9/7/10</td>
<td>9/23/10</td>
<td>10/29/10</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>2/21/11</td>
<td>3/17</td>
<td>4/29/11</td>
</tr>
<tr>
<td>Nat’l Emp Week</td>
<td>4/28/11</td>
<td>4/11-4/15</td>
<td>5/15/11</td>
</tr>
<tr>
<td>Dept Assessment Report</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>May 2011 Retreat(?)</td>
</tr>
<tr>
<td>Quality Enhancement Plan</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>8/1/11</td>
</tr>
</tbody>
</table>
SACS
The mission of the Southern Association of Colleges and Schools is the improvement of education in the south through accreditation.

Founded in 1895, SACS CASI accredits over 13,000 schools and school systems throughout the United States and overseas. SACS CASI is an accreditation division of AdvancED. AdvancED is also the parent organization of the North Central Association Commission on Accreditation and School Improvement (NCA CASI) and the National Study of School Evaluation (NSSE).

CAS
The Council for the Advancement of Standards in Higher Education (CAS) has been the pre-eminent force for promoting standards in student affairs, student services, and student development programs since its inception in 1979. For the ultimate purpose of fostering and enhancing student learning, development, and achievement and in general to promote good citizenship, CAS continues to create and deliver a dynamic and credible Book of Professional Standards and Guidelines and Self-Assessment Guides that are designed to lead to a host of quality-controlled programs and services. These standards respond to real-time student needs, the requirements of sound pedagogy, and the effective management of more than 30 functional areas, consistent with institutional missions.

Benchmark Institutions
Angelo State University
California State University - East Bay
California State University - San Marcos
Elizabeth City State University
Frances Marion University
Jacksonville State University
Lake Superior State University
Northern State University
Southern Connecticut State University
Southwestern Oklahoma State University
Tarleton State University
University of North Alabama
University of West Alabama
University of Wisconsin-Parkside
Western Oregon University
Fayetteville State University (FSU) is a public comprehensive regional university that promotes the educational, social, cultural, and economic transformation of southeastern North Carolina and beyond. The primary mission of FSU is to provide students with the highest quality learning experiences that will produce global citizens and leaders as change agents for shaping the future of the State. Awarding degrees at the baccalaureate and master’s levels, and the doctorate in educational leadership, FSU offers programs in teacher education, the arts and sciences, health professions, business and economics, and unique and emerging fields. FSU is an institution of opportunity and diversity. Committed to excellence in teaching, research, scholarship, and service, the university extends its services and programs to the community, including the military, and other educational institutions throughout North Carolina, the nation, and the world.

The goals of Student Affairs are: to provide programs, services and events that promote cultural enrichment and development; to collaborate with academic units and utilize Experiential Learning opportunities to enhance students’ productivity; and to maintain a campus environment that encourages social diversification while promoting interpersonal interaction.

The philosophy of the division is that student development is an on-going and cumulative process of intellectual, psychological, cultural, social, and spiritual growth. This growth and development is shaped by a student’s involvement outside the classroom and is a valuable part of the collegiate learning experience.

The mission of the Fayetteville State University Office of Career Services is to guide students and alumni in achieving career satisfaction. We endeavor to meet our mission by assisting our students and alumni to make optimal use of their knowledge, skills and abilities.

The Office of Career Services at Fayetteville State University is an advocate and committed to educating our diverse student and alumni population with group and individualized career development programs and services using the latest research and technology to support their preparation for graduate/professional school and the world of work.

The Office of Career Services is committed to assisting our students and alumni by our commitment to collaborative partnerships with local, regional, and national organizations and university partners to provide information, resources, services and programs that enhance the matriculation and growth of our students and alumni.

Our covenant is to be strong advocates in assisting our students and alumni to become talented professionals and exemplary contributors to our large society.