

Spring 2018 Career Center Workshop Evaluations

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Purpose of Brief

The purpose of this brief is to illustrate findings from the Career Center workshop evaluations administered to students in Spring 2018. A total of 52 students completed the evaluations.

Summary of Findings

- 62% of respondents indicated that their educational goal was to obtain an Associate's degree and transfer to a 4-year institution.
- 51% of respondents attending the workshop had completed between 31-60 units. 43% had less than 30 units completed.
- 100% of respondents **agreed** or **strongly agreed** with the following statements:
 - I believe the workshop was valuable
 - The workshop met my expectations
 - The presenter was easy to follow and understand
 - I would like more workshops like this one at Crafton Hills
- 100% of respondents indicated that they would recommend the workshop to other students.

Overview

The Career Center provides workshops for students throughout the year. After attending a workshop, attendees are invited to complete an evaluation. This brief illustrates the results from the Spring 2018 Career Center workshop evaluations which were completed by 52 respondents. The purpose of the evaluation is to plan future workshops and continuously improve the services available to students at Crafton. The following five workshops were evaluated: (1) How to Talk to Employers – Etiquette Luncheon Prep, (2) I Declare – Choosing Your Major, (3) Interviewing Techniques, (4) Job Search Strategies, (5) Love My Resume.

Methodology

The evaluations were administered in-person to workshop attendees. Respondents replied to a total of 14 questions. The questions consisted of workshop dates and times, education goals, major/program of study, completed units. Included in the evaluation were six Likert-scale statements in which students would evaluate the value of the workshops. The Likert-scale was coded where 1=strongly agree, 2=agree, 3=disagree, and 4=strongly disagree. There were also open-ended questions that related to the student's expectations of the workshops. Any blank responses were excluded from the analysis. Limitations: The same student can attend multiple workshops and identify the wrong workshop they're evaluating.

Findings

Tables 1 through 3 illustrate the demographics of the respondents to the Career Center workshop evaluations. Table 1 lists the number of responses to each workshop. Thirty-seven percent of the respondents evaluated the How to Talk to Employers – Etiquette Luncheon Prep workshop followed by 31% evaluating the I Declare – Choosing Your Major workshop.

Table 1: Number of responses for each workshop.

Responses	#	%
How to Talk to Employers – Etiquette Luncheon Prep	19	36.5
I Declare – Choosing Your Major	16	30.8
Interviewing Techniques	10	19.2
Job Search Strategies	3	5.8
Love My Resume	4	7.7
Total	52	100.0

Table 2 represents the respondent's educational goals. Sixty-two percent of respondents indicated that their goal is to obtain an Associate's degree and transfer to a 4-year institution.

Table 2: Respondents' educational goal.

Responses	#	%
Obtain an Associate's degree and transfer to a 4-year	29	61.7
Transfer to a 4-year without earning an Associate's degree	5	10.6
Earn an Associate's degree only	3	6.4
Earn an occupational degree and or/certificate	2	4.3
Discover and formulate career interests	2	4.3
Prepare for a new career	2	4.3
Improve basic skills	0	0.0
Other	1	2.1
Undecided	3	6.4
Total	47	100.0

When asked about their program of study, students listed the following majors:

- Biology (1)
- Business/Business Administration (3)
- Child Development (1)
- Civil Engineering (1)
- Communications (2)
- Computer Information Systems (2)
- Computer Science (2)
- English (1)
- Fire Technology (2)
- Graphic Design (2)
- Health Science/Nursing (7)
- Kinesiology (3)
- Liberal Studies (1)
- Linguistics (1)
- Multiple Sciences (1)
- Music (1)
- Philosophy (1)
- Photography (1)
- Physics (1)
- Psychology (4)
- Radiology (4)
- Respiratory Care (3)
- Social Science (2)
- Sociology (2)
- Undecided (5)

Of the 54 majors provided by students, 7 (13%) were Health Science/Nursing majors, 4 (7%) were Psychology majors, and 4 (7%) were Radiology majors.

Table 3 illustrates the results of respondents to a question regarding their completed units towards their educational goal. Fifty-four percent have completed less than 30 units, and 40% have completed between 31-60 units.

Table 3: Completed units toward educational goal.

Response	#	%
Less than 30 units	22	43.1
31-60 units	26	51.0
More than 60 units	3	5.9
Total	51	100.0

Table 4 illustrates how respondents heard about the workshops. Thirty-five percent heard about the workshops through the EOPS office or materials. Another 22% heard about the workshops from counselors.

Table 4: How respondents heard about the workshops.

Response	#	%
Administration/Staff	1	1.9
Crafton website/online	3	5.6
Counseling/Counselor	12	22.2
Email/Mailers	1	1.9
EOPS/EOPS Counselor/EOPS Notice	19	35.2
Friend/Family	1	1.9
ISEEK Program	1	1.9
Self-Inquiry	1	1.9
Flyers/Signs/Posters around campus/From the School	6	11.1
Transfer/Career Center/Career Center web page	9	16.7
Total	54	100.0

Note: Respondents could select multiple responses, so responses may be duplicated.

Table 5 lists the results of an open-ended question asking students what they hoped to learn from attending the different workshops. Results are disaggregated by workshop.

Table 5. Open-ended comments regarding what students expected to learn from attending the workshop.

How to Talk to Employers - Etiquette Luncheon Prep (n=17)
A few questions to ask of employers
Better tips to market myself
Build networking and proper networking
Business skills/etiquette
Communication skills and how to approach employers
Further communication skills with potential employers
How to apply for a job/talk to someone (contact)
How to better represent myself to employers
How to communicate with employers
How to create an elevator pitch
How to make a lasting impression
How to prepare for an etiquette luncheon
How to speak with potential employers
How to start conversations with employers
How to talk to employers and how to dress appropriately for the luncheon
How to talk to the employers
Learn more about how to talk to employers and how to create a pitch
I Declare – Choosing Your Major (n=14)
A major or career goal
Career values
Different career options that work for me
Different ways that I can find out about different majors
Get even just a bit closer to choosing a career
Have a better understanding of which career to go with
How one without knowledge about educational goals can decide on a major
How to choose a field you will excel in and enjoy
Learn more about myself
My career choice
My career path
My personality
The path to my career
To get more of an idea of where I want to head for a career
Interviewing Techniques (n=10)
Being more confident with interviews
Getting more tips
How to answer interview questions
Interview tips
Interviewing skills
To better my techniques
What to do in an interview
Job Search Strategies (n=3)
How to apply for jobs
How to find a job
How to search for jobs

Love My Resume (n=4)
Create a resume
How to build and improve my/a resume
How to set up my resume
Resume building tips

Table 6 lists open-ended comments relating to what students knew about the subject matter covered by the workshop prior to attending the workshop. Results are disaggregated by workshop.

Table 6. Open-ended comments regarding what one thing students knew about the topic prior to attending.

How to Talk to Employers - Etiquette Luncheon Prep (n=18)
A few of the basics in introducing yourself to a potential employer
Dress
Etiquette Luncheon
First impressions
First impressions and networking
Hand shake, eye contact, resume
Hand shaking
Handshakes and business cards
How to be professional when talking to employers
How to create an elevator pitch and also how to dress for an interview
How to dress
How to dress professionally
How to interview/talk to employers
I learned that it is important to have a resume ready to hand out to potential employers. I knew that its always good to dress-to-impress at job interviews.
Smile and handshake that is confident
Talking to employers
What to wear to an interview
You should be well dressed
I Declare - Choosing Your Major (n=12)
Assessment taken prior to the workshop
Choosing major, deciding what you want to do for your major
Choosing your major
Deciding/thinking about what career I could fit in
Follow your passion
Give us an idea of career paths to take
I wanted to do something in the medical field
Some of the career choices
Taking assessments will give you a guide
That the test was going to determine what works for me
The different majors you could choose from
You need a major to graduate

(Table 6 continues)

(Table 6 continued)

Interviewing Techniques (n=8)
Be yourself - don't stress
Dress professional and be confident
First impressions and important for job interviews
First impressions are important
First impressions are important for job interviews
How important first impressions are
Not to say bad things
STAR
Job Search Strategies (n=3)
Nothing, only thing is that I knew about networking was the best way to obtain a job
Personal professional education and job search database
Resume and how to find a job online
Love My Resume (n=4)
Keep resumes organized and straight to the point
Not every resume is good for every job
To be as specific as possible
Traditional chronological resume structure

Table 7 represents the overall evaluation of all workshops. One-hundred percent of respondents agreed or strongly agreed with the following statements:

- I believe the workshop was valuable
- The workshop met my expectations
- The presenter was easy to follow and understand
- I would like more workshops like this one at Crafton Hills

Table 7: Respondents' level of agreement with the statements below.

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	
I believe the workshop was valuable	42	82.4	9	17.6	0	0.0	0	0.0	51
The workshop improved my chances of getting hired	30	60.0	17	34.0	3	6.0	0	0.0	50
The workshop met my expectations	41	80.4	10	19.6	0	0.0	0	0.0	51
The presenter was easy to follow and understand	44	86.3	7	13.7	0	0.0	0	0.0	51
I plan to attend more workshops offered by the Career Center	31	62.0	18	36.0	1	2.0	0	0.0	50
I would like more workshops like this one at Crafton Hills	34	66.7	17	33.3	0	0.0	0	0.0	51

Note: Missing responses were excluded

Table 8 illustrates the response of students when asked to provide suggestions regarding future workshops that they wanted to see offered. Responses are categorized. Of 24 responses provided, 6 (25%) responses concerned the offering of more personal management workshops and 5 (21%) responses asked for workshops on how to find a job/career.

Table 8. Open-ended comments regarding future workshops students want to be offered.

Career/Major-Specific Workshops (n=3)
Careers with animals, nature
Nursing
Workshops that are career focused
Personal Management Workshops (n=6)
How to manage your time with school, work, and housework
How-To's for new students
Life skill and motivation
Self-help (mental)
Ways to help with mental health of students
Ways to talk to your coworkers
Finding a Job/Career Workshops (n=5)
How to apply for a job online
How to get an internship
How to search for a career that pertains to my major
Internships
Just showing the path to a career
Interview Workshops (n=4)
How to master job interviews
How to succeed in an interview or how to answer interview questions
How to successfully interview
Mock interviews
Application Preparation Workshops (n=4)
How to build resumes after being out of work for a long period
How to make a resume
How to tackle applications
Resume
Other Suggestions (n=2)
Body movement
How to write peer-reviewed journals

Table 9 lists the open-ended responses to the most important things that students learned from the workshop they attended. The responses are broken down by workshop attended. Each student was able to provide up to three responses on this item.

Table 9. Open-ended comments regarding the most important things that students learned in the workshops.

How to Talk to Employers – Etiquette Luncheon Prep (n=47)
A few good questions to ask of employers when first meeting them
Be professional
Be professional and respectful when approaching employers
Be ready to talk
Confidence
Dress styles
Dress well
Elevator pitch (n=6)
Etiquette
Eye contact
Firm handshake
First impression
First impressions
Follow up
Give employers business cards
Hand shake etiquette
Have a resume
Have a resume handy at job fairs
Have a small/important introduction
Having business cards
How to better deliver my skills to employers
How to create an elevator pitch
How to dress appropriate for an interview
How to dress for interviews
How to introduce yourself properly
How to present yourself
How to sell myself
How to start a resume
How to talk with confidence
Know yourself
Learn and know an elevator pitch for employers
Make eye contact/smile
Manners when going into an interview
Marketing your skills
Meeting potential employers
Networking
Networking web
Pitch
Proper speech on what to say to an employer
Stay on the positives and upbeat
The elevator pitch
What not to do

(Table 9 continues)

(Table 9 continued)

I Declare – Choosing Your Major (n=41)
Brainstorm about a dream job and explore paths to get there
Career options
Careers
Decision making
Develop skills along the way
Difference between major and minor
Difference between major/minor
Different websites to go to, so I know what I can do with my career
Do research!
Explore where a major can take you before declaring it. It's a journey
Holland Code
How to assess
I can get paid to be a leader
I learned about different degrees
I learned that I can get a certificate
I learned that my career and degree could be different
It's okay to change my mind about a major a few times
It's okay to change your major a couple of times
Jobs don't have to be related to your career paths
Knowing different skills
Major and minor
Major vs. minor
Majors
Majors aren't set in stone
Majors/minors
MBTI code
Minors can be taken, but not at community colleges
My major won't fall into the career chosen, it could change
My needs and values
My personality/interests/values
New careers
Nursing [?] will work for me
Quality that I can use
Start building a career plan as far as starting a good resume
Strong interest code
That it's okay to change my mind
Values
Way to choose a major
What do you need in a job to fulfill you?
What I like and dislike

(Table 9 continues)

(Table 9 continued)

Interviewing Techniques (n=26)
Ask questions
Avoid certain questions in an interview
Be confident
Be myself in interviews
Be on time (n=2)
Be prepared
Be yourself
Do research before interview
Don't be shy
Don't be too talkative
First impressions (n=2)
How to answer specific interview questions
How to sit
Minimize "talking with your hands"
Not every job is the best job for you
Practice before interviews (n=2)
Practice makes perfect
Prepare for questions they may ask
Shaking hands
Take control of the nervous ticks
To be confident in my interviews
Try to be fluid in your speech
What questions to ask
Job Search Strategies (n=8)
Being prepared as possible
Career Runner
How to find a job
How to find help/prepare yourself
How to use social media for a job
LinkedIn - Networks
Networking
UTK job education to hiring companies
Love My Resume (n=12)
Action verbs
Bullet point info
Formatting
Formatting what goes where
How not to set up a resume
I need to tailor my resume to fit the job I am seeking
List experiences that are most relevant to the position applied for first
Only post my academic GPA if I have higher than a 3.0
The Do's and Dont's
The way resumes can fail
There is more than one type of resume
Word Choice

Note: Each student could provide up to three responses to this item.

Table 10 contains responses from an open-ended question asking students what they would have liked to learn from the workshop but did not.

Table 10. Open-ended comments about what students would have liked to learn but did not.

How to Talk to Employers – Etiquette Luncheon Prep (n=3)
How to prepare for a job interview (more in depth)
More on interviews
What companies would be at the luncheon
I Declare – Choosing Your Major (n=3)
Anything that would have been the second half
Degrees
More about outlook of careers
Interviewing Techniques (n=3)
How to ask for help
How to dress for an interview
What to bring in an interview
Love My Resume (n=1)
Writing a practice resume

Note: Respondents attending the Job Strategies workshop did not provide any suggestions.

Students were asked if they would recommend the workshop to other students. Table 11 illustrates these results. 100% of respondents stated that they would recommend the workshop.

Table 11: Would respondent recommend this workshop to other students?

Response	#	%
Yes	50	100.0
No	0	0.0
Total	50	100.0

Table 12 displays responses to a follow up question in which students were asked why they would or would not recommend the workshop. Of the 38 respondents who would recommend the workshop, 23 (61%) of them indicated that the workshop was helpful or informative.

Table 12. Open-ended comments about why the students would recommend/not recommend the workshop.

Would Recommend (n=38)
How to Talk to Employers – Etiquette Luncheon Prep (n=14)
Because it was very informative and resourceful
Helpful
Helps you prepare for finding a job
I feel it is important for others to develop the skills covered
I learned what an elevator pitch was
It gave good info that I will use and that was really helpful
It helped to give me a great point of view by talking to an employer
It was extremely informative
It was informal
It's a great way to find a good opportunity
It's good info
More than I expected. Awesome job!
Valuable tools learned
Yes because there are students who don't know this stuff
I Declare – Choosing Your Major (n=13)
Because you can learn more things about your major
Can help give solid ground for choosing a major
Everyone should make an informed decision on their major
Great information; presenter made me feel comfortable
It helps a lot especially if you are lost
It helps you dive into your personality/interests
It is very informative and helpful
It was helpful on my career choices
It's very informative and helpful
Presenter and topics were understandable to those who attended
Very good workshop
Very informative, important info
[Name] was an amazing speaker
Interviewing Techniques (n=7)
Because everyone should learn this
I would recommend the workshop to people who are about to go to an interview
It is helpful to prepare for an interview
It is helpful to prepare for future interviews
It is very helpful
It was very helpful - can help someone get hired at an upcoming interview
Very helpful
Job Search Strategies (n=2)
Because it's helpful
Yes! You give really good information

(Table 12 continues)

(Table 12 continued)

Love My Resume (n=2)
This class is a good intro for those who have never made a resume
Very informative

Table 13 lists the open-ended comments or suggestions that students had regarding the workshop or the Career Center generally. Of the 14 comments provided, 13 (93%) of them were compliments about the content of the workshop or those presenting.

Table 13. Open-ended comments or suggestions regarding the workshop or the Career Center.

How to Talk to Employers – Etiquette Luncheon Prep (n=3)
I have a lot of experience in the job world already, but this is great for students who have not done any training like this
Thank you so much for helping me today to get more information of how to talk to my employers
This was a really well done workshop that I enjoyed being in and learning as well
I Declare – Choosing Your Major (n=7)
Discussed plenty of topics in a good amount of time. Great!
I really enjoyed this workshop
I'm a 3 year college student; maybe suggest the age it is okay to start a college career
It was great
It was very helpful/fun
The presenter provided a lot of useful info applicable to someone without a clear understanding of what to major in and an individual's values and interest
The workshop was great!
Interviewing Techniques (n=2)
Thank you
Thank you for taking the time to provide this workshop
Job Search Strategies (n=2)
Great presentation
Thank you for this workshop. Proud that I have [illegible] to it

Note: Respondents attending the Love My Resume workshop did not provide any suggestions.