

Senior Boot Camp Survey

Brief description of program:

Senior Boot Camp is a special week scheduled for the end of February that is designed specifically to help graduating seniors develop the necessary tools and confidence necessary to obtain their dream jobs. This year, our Career Ambassadors requested that we send out a needs-based survey to seniors who have applied for May 2014 graduation to determine what times, days, and topics work best for them.

Who was asked to complete the survey:

Seniors who have applied for May 2014 graduation

Response Rate: 15.65% (327 of 2089)

Administration Type: email sent through Campus Labs

Summary of Key Findings:

After receiving the student responses and feedback, the five Career Services Student Ambassadors met with the Assessment Liaison and Ambassador supervisor to discuss the results and plan February's event. The survey results indicated that students were interested in learning about a variety of topics, especially salary negotiation, resume building, interview preparation, and how to conduct a job search. Had we not conducted a survey, we may not have included salary negotiation as a topic for boot camp.

The majority of students chose "short workshops" as a desirable format, however the group discussed the challenges inherent in advertising and getting students to attend the short workshops and decided to instead offer two longer crash courses during different days/times of the week. As most student indicated that later times were more convenient (after 4:30pm), the Ambassadors decided to offer the crash courses later in the day with a pizza break.

The Senior Boot Camp survey also served as a marketing tool to alert seniors about the upcoming event. Interestingly enough, only 10% of students said they would be unlikely to attend the boot camp at all. Most of the respondents were female (59.75%).

Actions Taken:

Career Services and the Student Ambassadors have decided to offer two 3-hour crash courses on Monday, February 24th from 4:30-7:30pm and Thursday, February 27th from 5-8pm. Days and times were chosen based on survey feedback. The top 6 chosen topics from the survey results will be covered during each crash course.

Which department and/or program goals does this project align with?

Career Services

Services: Job Search Training/Workshops

Strategic Objective #2: Increase awareness of career development process

Which Student Affairs goals does this project align with?

1. Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.