

## **Student Career Guide Survey 2011**

### **Brief description of project and administration:**

The purpose of this survey was to gather feedback on the new Student Career Guide handbook put out by Career Services. The survey link and prize information were included in the book.

### **Summary of Key Findings:**

Only 13 people responded to the survey, so only preliminary information is available.

### **Actions Taken:**

Committee is discussing different ways to get more responses and more information from these respondents, including the following:

- Identify who might have received the handbook utilizing appointment data and e-mail them the survey electronically.
- Wait a specified period of time (e.g., 6 months) before soliciting feedback.
- Ask potential respondents about their willingness to participate in focus group.

### **Which department and/or program goals does this survey align with?**

Marketing program goal of determining whether our methods of information delivery make an impact on our student audiences.

### **Which Student Affairs goals does this project align with?**

6. Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making.