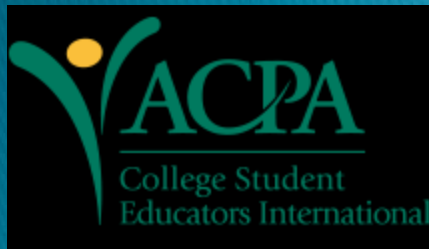


Framing Assessment for Career Services: Telling Our Story

Webinar sponsored by ACPA's Commissions for
Assessment & Evaluation and Career Services

June 17, 2015

1:00 p.m. EST



Featured Speakers



Julia Panke Makela, Ph.D.

Associate Director for
Assessment and Research
The Career Center

University of Illinois at Urbana-Champaign



Gail S. Rooney, Ph.D.

Associate Dean, Leadership and
Career Development
Director, The Career Center

University of Illinois at Urbana-Champaign

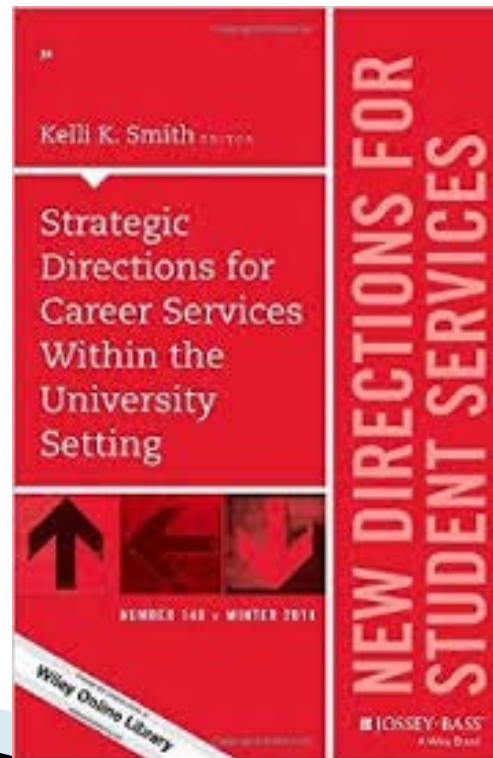
the
careercenter
AT ILLINOIS

Jo Campbell, Ph.D., Moderator

Jessica M. Turos, Ph.D.,
Assistant Moderator

BGSU
Bowling Green State University

- ▶ Bringing your book chapter to life
 - Practitioner-led assessment
 - Part of daily practice
 - Advocating for the work we do
- ▶ Reasons undergirding assessment
 - Continuous improvement
 - Accountability—demonstrating value



- ▶ You can ask questions or make comments at any time
 - Utilize the chat function on the right of your screen
 - The moderator will ask your questions or offer your comments as they appear

Questions?
Comments?

Elements of Assessment

- ▶ Continuous process
 - Context
 - Desired outcomes
 - Career intervention
 - Data
 - Interpretation
 - Using the findings
 - Redefining context and outcomes
 - New cycle



Continuum



Continuous improvement

Accountability

▶ Distinguishing assessment from...

- Research
- Evaluation



- ▶ What the research says about career interventions
 - Moderately effective, even with brief interventions
 - Students experience positive changes



- ▶ Responsibility of career professionals to monitor and evaluate effectiveness, as well as to seek continuous improvement
 - Unique students
 - Local environment



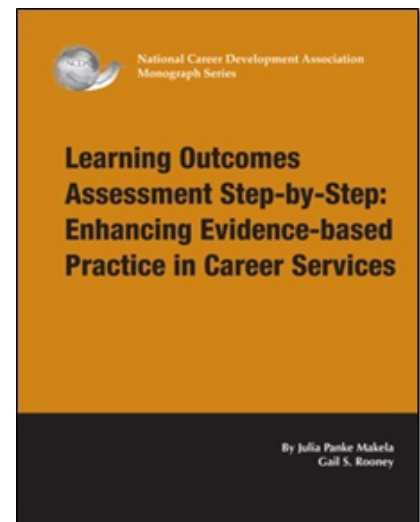
- ▶ What to assess
 - Needs
 - Participation
 - Satisfaction
 - Outcomes
 - Academic performance
 - First destinations
 - Learning
- ▶ Balance



▶ Assessment of Learning Outcomes for Interventions (ALOI) cycle

- Defining context
- Brainstorming outcomes
- Writing outcomes statements
- Connecting theories and professional standards
- Prioritizing learning outcomes
- Evaluating learning outcomes
- Reflecting on results and process
- Using learning outcomes assessment

Makela & Rooney (2012)



- ▶ **Motivating assessment**
 - Leaders create safe spaces
 - Assess winners first
 - Use results

- ▶ **Getting started**
 - Begin small
 - Undertake practical projects
 - Be realistic



YOU DON'T HAVE TO GO FAST.
YOU JUST HAVE TO GO.

