Section 1. Goals and Accomplishments

Goal 1: Increase Career Services available for student, ex-students and employers.

- Initiated campus-wide StrengthsQuest program with students, assisting them in identifying their signature strength areas.
- Began career assessment program including Strong and MBTI on-line and partnered with academic colleges to increase student participation.
- Begin a Spring semester Etiquette Dinner.

Goal 2: Build strategic partnerships and alliances.

- Initiated satellite Career Center office in the College of Engineering.
- Began satellite Career Center office in the College of Architecture and managed the College's internship program in cooperation with the Dean's office.
- Hosted Fall Teacher Job Fair and hosted a luncheon for visiting employers.
- Hosted academic Deans' meeting giving them exposure to services and facilities offered by the Career Center.

Goal 3: Improve Career Center's visibility and facilitate employers' use of services.

- Visibility of Career Center increased with satellite offices in the Colleges of Agricultural Sciences and Natural Resources, Human Sciences, Mass Communications, Engineering, and Architecture.
- Partnered with Barnes and Noble campus bookstore during fall registration to facilitate students' registration with the Career Center and to introduce them to services available to them.
- Made personal visits to prospective employers to market Texas Tech University.
- Developed a new "Recruiting Brochure" for employers.

Goal 4: Technology: Maximize the use of technology in the delivery of services.

- Began survey of graduating students on website to capture placement and salary information.

Goal 5: Programs and Activities. Provide the highest quality career programs and activities for students.

- Customer service surveys of students indicated a customer service rating of 4.9 on a 5.0 scale and a 4.6 rating from employer customers.
- Initiated program of Career Assessments, including Strong Interest Inventory, MBTI, SDS, and SIGI.
- Partnered with Parents' Association to host a series of parents' receptions during New Student Orientation events.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
## CAREER CENTER

### Area/Unit Specific Information

#### Section 3a. Quantitative Information

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Section 3b. Qualitative Information.

- Initiated campus-wide career assessment program with on-line assessment instruments. Joe Duke, LPC, hired as Assistant Director.
- Shelli Crockett hired as Assistant Director and liasion with the College of Engineering.
- Kelly Staud hired as Assistant Director and liasion with the College of Mass Communications.
- Practicum student, Shannon Younger, assisting with career assessment program.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:
The Career Center continued to make significant progress towards its goals and vision to assist students and employers of Texas Tech University students. The Center's new facility rates as one of the best in the country and customer service surveys by both student and employer guests rank as 4.9 and 4.6, respectively on a 5.0 scale. Exciting new partnerships have been developed with the College of Architecture with a satellite office now in place and the Center's more active involvement in their internship program. The College has been very supportive of our efforts in outreaching to students and employers. An already good relationship with the College of Engineering has been enhanced with the support of a satellite office in the College. This has increased the Center's visibility among students and facilitated their usage of our services. The University's StrengthsQuest initiatives have been spearheaded by the Career Center, under the leadership of Associate Director, Jay Killough. Extensive outreach with student organizations and effective networking with the Colleges has resulted in a successful first year with this program. StrengthsQuest is also an excellent complement to the Center's new career assessment programs and helps support the University's efforts to have students graduate on time.

Implementation Plan:
The Career Center, through its programs, services, activities, and facilities, continues to provide an outstanding, value added service for Texas Tech University students. New partnerships with academic units are providing improved and additional outreach services for students and are helping colleges achieve a sense of ownership in the Center's efforts with our students. Enhancement efforts with existing academic colleges continue and will be critical in the Career Center's future work. An area of emphasis in the coming years will be to expand the proven quality customer service to additional employers. Employers utilizing the Center rate the facility, service, and students extremely high but additional outreach efforts will be made with new employers. Plans are to have each professional staff member develop employer outreach plans with accompanying personal visits to prospective employers, more extensive telephone, e-mail, and personal letter campaigns to actively engage new employers with the Career Center programs. Determining the types of employers that are sought after by Tech students is part of the plan, to be followed up with aggressive and targeted efforts to attract those employers to campus or to encouraging their listing positions with the Center. The Career Center has an excellent staff that has made outstanding progress with partnerships and helping outreach to students. The staff, though, is relatively inexperienced with employer development and relations and this will be a major thrust. The career assessment program coupled with the StrengthsQuest program have provided an opportunity for the Center to "reach" students earlier in their college careers, thus exposing them to early entry into employer interviews, job listings, internships, and other valuable career resources. These programs, as well as continued strengthening of existing programs and partnerships, coupled with the increased emphasis on employer development will continue to provide Texas Tech University students and alumni the best possible career services.