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| SLCC Logo | Career Services |
| 2019-2020 ANNUAL ASSESSMENT  SUMMARY OF RESULTS |

# Project (Assessment) Title

Employer Fair Destination Data

# College-wide Strategic Goal

1. Increase Student Completion
   1. Integrate Student Support Systems
   2. Deploy Strategic Enrollment Management
2. Improve Transfer Preparation and Pathways
   1. Design Guided pathways
3. Achieve Equity in Student Completion Participation
   1. Deepen Culture of Equity and Inclusion
4. Workforce Strategies
   1. Develop industry relationships through continuing education

# Assessment Overview

Career Services will survey employers after they attend one of our job fairs or one of our showcases. Job fairs can be defined as larger events (100+) where showcases target a certain industry and have up to 100 employers. We have two job fairs a year and two to three showcases per year, totaling five to six fairs in one year. For all fairs and showcases, we gather data on whether employers hired an SLCC student, for what role, and pay rate if applicable. In addition, we are analyzing why employers are not hiring our students, and how we can provide better education and resources for SLCC students and community in the future. Lastly, we are analyzing employer trends to see which industries our students are interested in and where we can build better relationships to meet industry needs.

# Methodology (Plan/Method)

Career Services will work with Data and Analytics to create a survey through Qualtrics. Each employer who attends our fair will have a month to fill out the survey. By May 2020, we will have data from at least two job fairs and one showcase.

# Timeline

1. Timeline of survey For Fall 2019 Job Fair and CSIS Showcase

* Open survey to employers: February 14th
* Reminder 1 to employers: February 24th
* Reminder 2 to employers: March 9th
* Close survey: March 13th

1. Analyze Data March
   * Analyze data from first round of respondents
2. Timeline of survey for Spring 2020 IMC Healthcare event

* Open survey to employers: March 11th

1. Timeline of survey for Spring 2020 Job Fair

* Open survey to employers: April 11th

# Results/Findings

Due to Covid-19, there was an unexpected significant shift regarding the employer destination data. After our last fair in February and March of 2020, many of the employers who attended our fair were furloughed or had hiring freezes. Due to this, an anticipated number of responses from employers dropped lower than expected. However, we still were able to create a plan with these findings.

**October 20th Job Fair**

Our first industry survey was distributed to employers who attended our Fall Job Fair in October of 2020. There were 140 employers represented from all industries. The survey went out on February 14th 2020 and ended on March 13th, 2020. Below are the findings:

* 20 students were hired
* 20 students were interviewed and not hired
* The main reasons students were not hired were due to the position being cancelled, the student didn’t get back to the employer, and the student did not meet the minimum qualifications.
* The students were equally hired for FT and PT roles (50% for both of what was offered).
* The areas in which students were hired for were Applied Technology, Social Work, Psychology, Sales, culinary, healthcare, and hospitality/travel.
* PT students were hired at $11-$13 an hour and FT students were hired at $13-$18 an hour.

**Positive feedback from employers**

Great resumes, engaged students, great logistical planning.

**Room for growth from employers**

Students didn’t answer the call back, people are just there for swag and not interested in the company, need to be better prepared for interviews, need equal opportunities for PT and FT roles.

**Intermountain Healthcare Job Fair**

Our second industry survey was distributed to employers who attended our Intermountain Healthcare (IHC) Showcase in February of 2020. There were 15 employers at the event, who were hiring in all areas of study. The survey went out on March 16th of 2020 and ended on April 4th of 2020. Below are the findings:

1. One student was hired as a FT RN at $24.00 an hour.

**March 23rd Job Fair**

Our last industry survey was distributed to employers who attended our Spring Job Fair in October of 2020. There were 144 employers represented from all industries. The survey went out on April 22nd, 2020 and ended on May 6th, 2020. Due to Covid-19 the findings for this fair have shifted from data on who was hired to data on who was interviewed.

* 26 students were interviewed
* Students were interviewed in IT, Business, and Applied Technology

**Positive feedback from employers**

Engaged Students.

**Room for growth from employers**

People are just there for swag and not interested in the company, better resumes that identify what area of study they are interested in, overwhelming atmosphere for students, needs to be targeted for students and employers, invite more community partners from the Thayne Center.

# Action Plan (Use of Results/Improvements/Call to Action)

From looking at the data, below are actionable steps for what Career Services will do to better support students and employers:

* Create a consistent brand across the college and within Career Services of how to educate students on attending a job fair, and how to educate employers on the purpose of SLCC’s job fair.
* Create a job fair prep month that prepares students for resume writing, interviews, creating an elevator speech, and networking.
* Email faculty each semester to present curriculum to students in the classroom.
* Offer online and in person workshops for prepare for the career fair outside of the classroom.
* Offer more showcases that are geared towards a specific industry and work with faculty and deans over those area of studies.
* Hold more breakfasts with faculty, deans, and community partners to involve more of SLCC communities into our job fairs.
* Invest in a better Job board and event planning system that allows students to research employers, jobs and companies ahead of the job fair.
* Have employers report on demographics of students interviewed and hired.

# Other Notes

None at this time.