## New SLO’s/SAO’s for 2018-19 AY

### Career Services

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<th>SAO</th>
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| 1. Increase awareness among CSM administration, faculty, students and community about the availability of Career Services Programs. | • Revise website and update social media (FB, LinkedIn, Twitter); track usage  
• Increase and maintain communication with students and faculty through email and classroom visits, marketing, and on-campus presence  
• Collaborate with departments to plan career-related events  
• Launch and maintain *What’s Your Why?* campaign  
• Career Services “open house” as component of Welcome Center/Orientation | Fall 2018 – Spring 2019 |
| 2. Provide opportunities for students to engage in discussions about majors, career pathways and options, with both CSM staff/faculty and prospective employers. | • Create and administer intake survey and follow-up for new (and continuing) students regarding career awareness and resources available; record number of inquiries and results  
• Facilitate on-campus events: e.g., Career Awareness and Exploration Fair; Volunteer Fair; Job Fair; weekly employer tabling; workshops (Choosing a Major, etc.); guest speaker series  
• Obtain evaluations (e.g., surveys) of events from attendees and participants  
• Bulk upload of student data to College Central Network to increase number of students accessing online platform (job board, internships, etc.) | Fall 2018 – Spring 2019 |
| 3. Increase access to and usage of Career Services resources | • Collaborate with EOPS, Umoja, MANA, Puente, and other groups to provide awareness about Career Services resources  
• Create online calendar of events, workshops, and opportunities accessible from home page  
• Outreach to individual students to make appointments for interest/strength assessments and follow-up  
• Connect students to internship and related career opportunities targeted to underrepresented groups | Fall 2018 – Spring 2019 |