



Career Services

March 2003

Purpose

The goals of this survey were to compare student awareness of University Park Career Services since their move to the MBNA building and to monitor interest in various services and programs.

Implications/Highlights

More students this year were aware of the location of Career Services. A majority of students indicated posters, the *Daily Collegian*, faculty, and college listservs were their sources of information about Career Services resources and activities. Students preferred afternoon and early evening office hours.

Participation Rate

N = 1276

Phone: 943 of 1579 contacted (60%)

Web: 333 of 2000 contacted (17%)

Findings

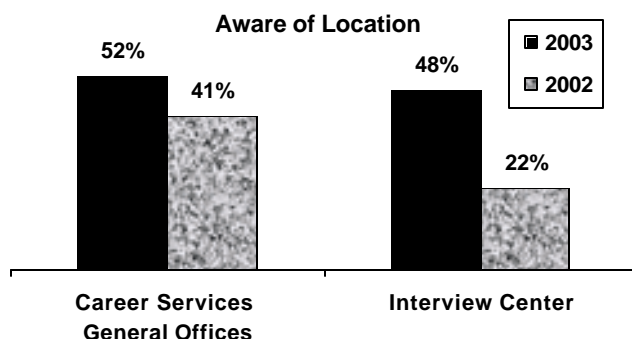


Figure 1. More students this year than last knew where Career Services and the Interview Center were located

More of the undergraduates, * non-minority students, * seniors, * and those whose GPAs were equal to or above 3.30 * said they had heard about the new Career Services MBNA building that opened this past fall.

Seniors were more likely than juniors, sophomores, and first year students to report having used various Career Services programs and resources. Men were more likely to hear about Career Services activities and events via Web calendars or Web sites. * Seniors were more likely to use the Career Services Web page. *

*Statistically significant at the .05 level

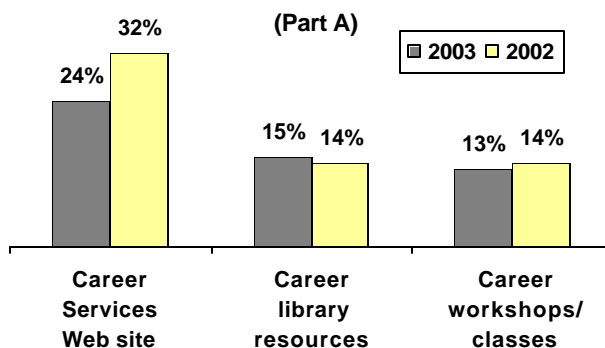
Students were asked about the likelihood of their using specific Career Services resources.

Likelihood of Seeking Career Services Resources

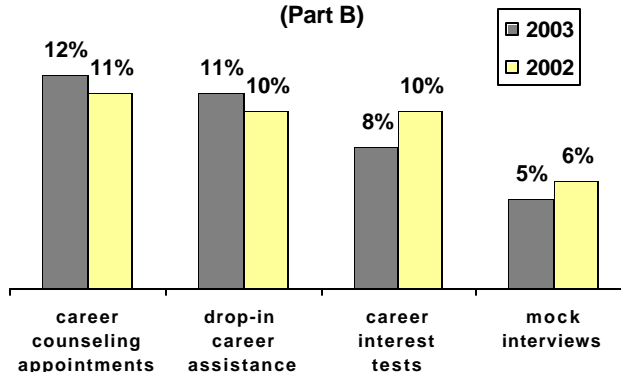
2003	2002	
59%	65%	information on jobs and employers
52%	59%	internship/co-op opportunities
44%	37%	career options for their major
42%	43%	planning the interview process
39%	44%	applying to graduate school
39%	43%	reviewing resumes and cover letters
23%	28%	discussing their choice of major

Approximately the same proportion of respondents this year as last indicated having used specific Career Services resources since coming to University Park.

Used Career Services (Part A)



Used Career Services (Part B)



Figures 2 and 3. The same proportion of students used specific Career Services resources this year

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U.Ed. STA 03-316

Division of Student Affairs

Flyers/posters were chosen by most students as a source of information about Career Services activities.

Information Resources Used by Students

	2003	2002
flyers/posters	82%	76%
Daily Collegian	70%	62%
other students	59%	56%
college listservs	58%	54%
faculty/advisors	54%	52%
Web calendars	31%	41%
Career Services Web site	28%	31%
radio	18%	19%
US mail	20%	18%
Centre Daily Times	14%	13%
prospective employers	12%	12%
PSU alumni	10%	10%

Most students are aware that Career Services sponsors Career Fairs. Fewer know that they also sponsored On-Campus Recruiting, Graduate and Law School Fairs, and Multicultural Career Programs.

Aware of Career Fairs

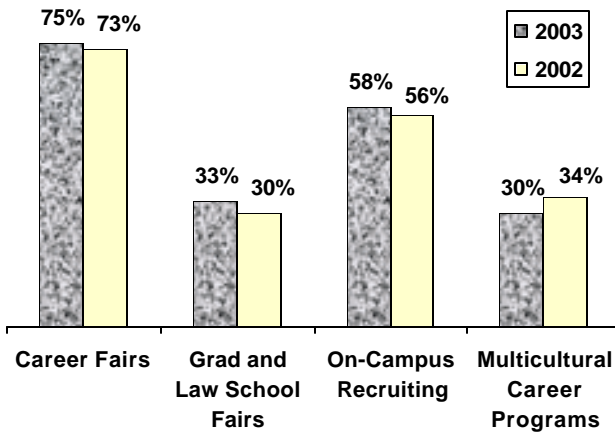


Figure 4. Three-fourths of respondents knew about Career Fairs

Most students favor afternoon and early evening hours as times they would be most likely to visit Career Services.

Hours Likely to Visit Career Center

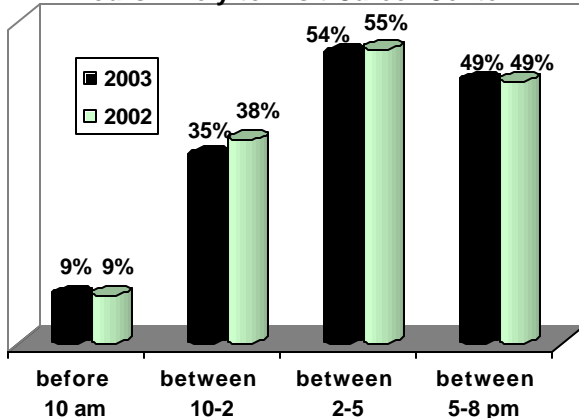


Figure 5. Students preferred office hours after 2pm

Students favored Wednesday extended hours.

Preference for Extended Hours

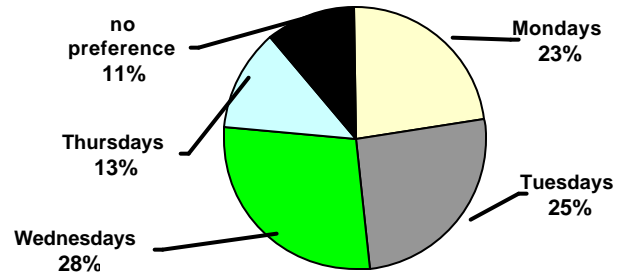


Figure 6. Students preferred Wednesday evening hours

The final survey questions focused on how likely students would be to come in during extended evening hours for specific career programs and services.

Interest in Specific Services During Evening Hours

	2003	2002
drop-in resume review	39%	37%
career/employer information	35%	31%
career-related seminars	34%	31%
career counseling appointments	34%	30%
drop-in career assistance	33%	29%
mock interview services	27%	26%
career interest tests	23%	20%

More of the women indicated a willingness to come in during evening hours for drop-in career assistance, * career counseling appointments, * career seminars, * and mock interviews. *

Women More Likely to Use Evening Hours

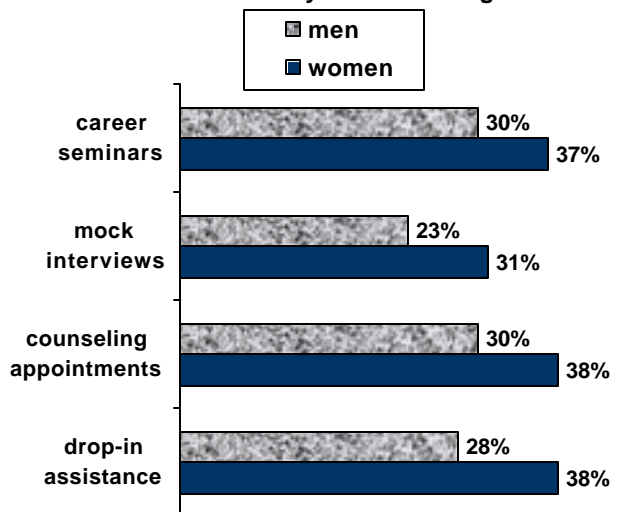


Figure 7. Women were more likely to say they would use evening hours

Minority students were more likely to say they would use evening hours for career interest tests, * drop-in resumes assistance, * and mock interviews.*

*Statistically significant at the .05 level.