“Student populations have unique needs and we need to align services and education the community on what this population is saying.”

**Purpose of Evaluation**

The Career Center views evaluation as a process for quality improvement, professional development, resource allocation. Evaluation allows for the functional purposes of appropriate program planning and needs prioritization.

**Evaluation Activities and Tools Used**

The Career Center conducts surveys to evaluate the quality and needs of the program. On a broad strand, the Career Destinations Survey provides a seasonal emphasis to students’ thoughts on their careers based on their history at the university. More immediately, stakeholders (students and employers) participate in evaluating advisor performance, appointment satisfaction, as well as academic and career coaching quality. The analytical tools involved are typically surveys, based on a common survey instrument with customizable, add-on options.

**How Evaluation Is Used**

The Career Center uses evaluation to communicate the strengths and area for growth of the Center to its managers, students, and potential student employers as well as in a yearly public report. The results of the evaluation cycle serve as “mythbusters” which provide a rationale that justifies resource allocation, coaching for improved service, and professional development. Because of the use of these results, the Center observes real benefits such as quality improvement in the functionality and operations of the program.

**Tools for evaluation**

- Data collected through online surveys built on common survey with customizable options
- Career Destinations Survey: https://career.berkeley.edu/GradSurvey/gs-intro.stm
- Yearly Report is shared with the public and immediate stakeholders:
  - Annual report: https://career.berkeley.edu/StaffFaculty/YearinReview.pdf
  - Web reports: https://career.berkeley.edu/CarDest/CarDest.stm
  - Report by department: https://career.berkeley.edu/Major/Major.stm

**Strategies**

- Having support in developing surveys through participation of professional survey experts
- Maintaining managerial commitment and attention to the evaluation cycle

**Recommendations**

- Determine what you’re assessing for before you assess.
- Develop evaluation cycle around 5-year analysis, not just snapshots.
- Provide a clear end date for surveys, linked to best incentives/prizes for participants.
- Collect data to support the vision of the program.
- Gain access to a data warehouse with self-service technology (customized detail for specific purposes)
- Be aware of survey fatigue and the timing of data collection (ex., not at graduation)