



Methodology for Collecting and Disseminating Postgraduation Career Outcomes

The standards for the collection and dissemination of graduating undergraduate student career outcomes reflects the guiding principles established by the National Association of Colleges and Employers (NACE). The NACE First-Destination Survey Task Force (2012) developed the following as published in the *Standards and Protocols for the Collection and Dissemination of Graduating Student Initial Career Outcomes Information For Undergraduates*:

- Helping students achieve postgraduation career success is a critical element of the mission of the entire higher education institution;
- Higher education institutions should be focused on obtaining career outcomes information from all institutional graduates each year;
- The institution's career services organization should have an integral role - in collaboration with other institutional entities (e.g., academic departments, alumni relations offices, etc.) - in collecting and disseminating career outcomes information;
- Data collection protocols should be consistent with institutional human subject requirements, and the institutional research office should be aware of and involved with data collections as appropriate;
- Data may be collected from various legitimate sources (e.g., student survey responses; employer, parent, or faculty-provided information, LinkedIn, etc.);
- Data collection should be ongoing, with final summary analysis being completed by six months after the graduation date; and
- Outcomes information reports should provide aggregate data maintaining the confidentiality of individuals in accordance with institutional protocols involving these types of data. (p. 5)
-

The Department of Experiential Education & Career Management (EECM) collects data from a target population consisting of individuals who, based on the Registrar's official records, received a Bachelor's or Associate's degree in either January, May, or August of the graduation year. Degree recipients first complete the survey during a class in a computer lab, using the CRM system Symplicity, within one week of graduating. Graduates who are not present are sent the survey via email. Those graduates who report unemployment are sent the survey the last week of November. For those unemployed respondents who do not respond to the attempt to collect the data via email survey, a team of up to 12 interviewers from within the EECM department attempt to make contact by phone. Each unresponsive individual receives two-three interview attempts. For those unemployed respondents who do not respond to the attempt to gather either the repeated email or phone inquiries, we research and seek to verify post-graduate status via professional networking sites, such as LinkedIn. The purpose of the survey is to collect employment and demographic data for each LIM graduate. Completion of an individual survey generally takes less than five minutes.

One of the areas that the Department of Experiential Education and Career Management focuses on is facilitating learning outcomes that teach the student to self-direct his or her own job search. The belief in one's self to be able to secure

employment is essential and our programs, whether in the classroom or in EECM guided seminars, continue to provide students with the necessary tools to create this self-directed search. Networking and use of social media are emphasized in conducting targeted job searches. The data highlights the importance of our mission to encourage students to engage in a search in which they identify what interests them and that for which they are qualified for, as opposed to a search in which they are applying to any available position.