

Davis Technical College

Student Placement and Follow-up Plan

Effective Date: 15 August 2018

Introduction

Davis Technical College provides placement services for program completers and other students, as resources allow. These services are intended to help completers and other students find suitable employment that aligns with the needs of employers. The College website, placement brochure, and program orientations inform students about these services, and encourage them to register, submit résumés and sample cover letters, and create portfolios with the Career Placement Services Center.

Davis Technical College collects placement and follow-up data from completers and employers of completers to evaluate the quality and effectiveness of programs and training, and to make improvements.

Responsibility

Davis Technical College employs a Career Placement Specialist who oversees College placement and follow-up activities including résumé and cover letter assistance, job interview preparation, career advisement, management of an electronic Student Job Board, and student and employer referrals. The Specialist communicates and coordinates job placement and follow-up services with students, employers, faculty, and the Career Placement Services Advisory Committee. The Specialist also participates in the collection and evaluation of placement and follow-up data. These data provide valuable information used to improve the quality and effectiveness of programs and student outcomes.

Career Placement Services Advisory Committee

The Career Placement Services Advisory Committee meets at least once a year to evaluate outcome reporting requirements, survey instruments and reports, survey responses, and professional development needs relating to outcomes. This information is used to determine placement and follow-up practices, strategies, objectives, and initiatives, which are updated in the Placement and Follow-up Plan. The Advisory Committee consists of a cross section of directors, faculty, and other staff. Meeting minutes are kept by the Career Placement Specialist and submitted to the Director of Institutional Effectiveness.

Job Board

Information about employers and employment opportunities is available to students on the web-based Student Job Board (<http://www.davistech.edu/jobboard>). The Student Job Board is maintained by the Career Placement Specialist and is available to all students.

Career Advisement

Faculty help students set employment goals and provide information about qualifications required in industry. Faculty also work with industry partners and inform students of employment opportunities.

Career Placement Services are available during regular business hours and by appointment. Faculty and staff encourage students to register with the Career Placement Specialist as they near program completion for counseling and assistance in finding employment. Students may submit a résumé and cover letter for

review and assistance. The Specialist assesses students' training, skills, and backgrounds to match them to employment opportunities. The Specialist also advises students on job search strategies, networking, interviewing techniques, and presentation skills.

As necessary, the Career Placement Specialist follows-up with students within two weeks after their initial advisement appointments. If students require additional assistance, the Specialist meets with them to discuss other options, including registration with the Utah Department of Workforce Services (the state's employment and public assistance agency), LDS Employment Resource Services (the largest private employment resource service in Utah), LinkedIn, and others.

Follow-up Data Collection and Reporting

Davis Technical College collects placement information from completers and employers of completers. Results of this information serves as a measure of the success of the College in achieving its mission.

Student placement and follow-up information is collected at the following points:

- During enrollment and through advisement, Student Services personnel and faculty ask students if they are currently employed or if their employment status has changed;
- Program orientations inform students of the importance Davis Technical College places on employment and ask students to inform College personnel if their employment status changes;
- Students secure employment opportunities through Career Placement Services, who collects employment status;
- Each month, the Career Placement Specialist contacts students nearing graduation, requesting they complete the student follow-up survey;
- Graduating students receive a letter from Student Services reminding them about Career Placement Services and requesting they complete the student follow-up survey; and
- Students who withdraw or graduate from the College with no evidence of follow-up information are considered "negative outcomes." The Career Placement Specialist, along with faculty and staff, attempt to collect follow-up information from these former students.

The student follow-up survey includes questions about the effectiveness of the delivery of instruction in the program and the quality and relevance of training in relation to job requirements.

Student employment and/or continuing education status, as well as availability for graduation and placement is entered in Northstar, the student information system. Outcome data and reports are generated in Tableau business intelligence software. Tableau reports are available in a web-based format to College administrators and faculty. This helps to ensure knowledge of current placement performance, improvement of outcomes, and to improve the efficiency and effectiveness of follow-up efforts.

The Career Placement Specialist conducts an employer follow-up survey semi-annually, asking employers of completers about the students' job-related and soft skills, and the quality of the students as an employee.

Compliance with COE outcome benchmarks is indicated in a Program Review, which Institutional Effectiveness conducts annually. Results are shared with program directors, who work with faculty to

ensure mastery of outcome-related knowledge and skills. Qualitative survey results from both students and employers are also available on a continuous basis in Tableau.

The College uses the information it collects to evaluate and improve program quality and effectiveness in meeting the needs of students and employers. Professional development courses on outcomes are available to ensure faculty have information and resources needed to be successful.

FY2019 Goals

1. Update and maintain accurate Career Placement Services website
 - a. Remove unessential information and webpages
 - b. Add information about or links to area job fairs
2. Increase Student Job Board access for employers and use by students
 - a. Simplify the job posting process for employers
 - b. Send regular announcements via Canvas to students, informing them of new jobs postings (Career Placement Specialist)
3. Increase the number of student appointments for Career Placement Services
 - a. Post invitations in high traffic areas such as the computers in the Career Placement Services Center for students to contact the Career Placement Specialist for assistance
 - b. Send weekly announcements to students via Canvas of job opportunities related to their program of study along with invitation to meet with Career Placement Specialist assistance
4. Increase student and employer response rate for follow-up survey
 - a. Improve the quality of written student and employer survey requests
 - b. Add employer representative(s) to the Career Placement Services Advisory Committee
 - c. Regularly update employer contact information in Northstar
 - d. Send invitations to submit employer follow-up surveys to employers who recently hired students with the assistance of the Career Placement Specialist
 - e. Explore new ways of capturing student responses
 - f. Develop and monitor the survey response rate metric
5. Work with the Instructional Systems Design Coordinator to ensure the Davis Technical College application includes required employment information for students enrolling as Job Upgrades, ensuring this information is entered in Northstar