<table>
<thead>
<tr>
<th><strong>Career Center</strong></th>
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<tr>
<td><strong>Department Name:</strong></td>
<td>Career Center</td>
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<tr>
<td><strong>Program or Service:</strong></td>
<td>Recruiting Programs</td>
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<td><strong>Brief description of program or service:</strong></td>
<td>The Career Center’s On-Campus Recruiting Program brings hundreds of organizations and their recruiters to Boston College every year to meet with and interview undergraduates for over 550 full-time jobs, internships, and other opportunities. The program offers students an opportunity to meet potential employers through events including information sessions, networking events, and social opportunities; experience the job search process; participate in interviewing; and secure full time or internship employment. In addition to on-campus recruiting, organizations seeking to interview and hire interns, recent graduates and BC alumni are invited to post their opportunities in the EagleLink system.</td>
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<td><strong>Date:</strong></td>
<td>6/1/2016</td>
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1. **State the formal learning and/or operational outcomes for the program, service, or department:** Operational outcomes will focus upon which students participate in recruiting activities, based upon class year, school, and major.

2. **Where are these learning outcomes published? Be specific. (Where are the department’s learning expectations accessible to potential students: on the web or in your department’s handouts?):** Measurement of On-Campus Recruiting analyzes participation data and compares statistics from previous years.

3. **What data/evidence is used to determine whether participants have achieved the stated outcomes? (What method did you use? What were you measuring?):**
   - Measurements will include an analysis of existing and current on-campus recruiting activity with active employers.
   - Additional industries and employers will be targeted to supplement on-campus recruiting offerings (based upon industry gap analysis, employment and industry trends and other points of research)
     - Targeted employer outreach goals will be established for:
       - OCR employers representing targeted industries
       - OCR full-time and internship positions
       - OCR student applications
       - OCR student interviews
       - Off-Campus job postings

4. **Who collects and interprets the evidence? When and how often does this occur? Who assists in**
   - Data will be collected by the Manager for Employer Engagement (with support from a Graduate Assistant), interpreted by the Associate Director for Employer Engagement, and the Career Center Director and reviewed by the entire Employer Engagement Team.
   - Recommendations for improvement and additional analysis will be made by
interpreting and analyzing the data?:

the Career Center Leadership Team.

- Collection of data, interpretations, and reviews will take place at the close of each semester. Recommendations for improvement and additional analysis will be made at the conclusion of the 2016-17 academic year.

### 5. Individuals with whom the data is shared (list primary and secondary stakeholders and narrative as to why):

#### Primary

- The Associate Director and Assistant Directors for Employer Engagement will utilize data to offer enhancements to the comprehensive employer engagement plan.
- The entire Career Center Staff will have access to data and recommendations for review and to be better positioned to offer recommendations and suggestions in order to better serve their student populations.

#### Secondary

- The Vice President of Student Affairs will have access to results and recommendations.
- The Career Center Employer Advisory Council and selected faculty members will have access to data so that they may offer input and recommendations toward a comprehensive employer engagement plan going forward.

### 6. What changes have been made as a result of using the data/evidence? (What was the change? What data led you to make that change?) If no change, indicate why:

- Analysis has been conducted to identify "gaps" in employer data as well as opportunities for growth.
  - Increased focus has been placed upon "rotational hiring programs" as well as opportunities in the Government and Non-profit sectors as well as Communications, Sciences/Research, Sports/Recreation, Strategic Consulting, and BioTech/Pharmaceuticals
  - A collaborative effort has been initiated with the other academic and administrative departments to promote and offer opportunities within targeted sectors for the 2016-17 year. This includes re-establishment of a broad-based Career and Internship Fairs as well as additional customized fairs i.e. STEM Career Fair.

### 7. How do you know that the changes have resulted in improved learning outcomes? (continuous improvement evidence):

- A comparison to the 2015-2016 results will be conducted at the end of the 2016-2017 academic year.
- Results will be reviewed against goals of the comprehensive employer engagement plan.