

Formative Evaluation of Career Workshops – Spring 2007 Sessions: Grant Task 1.1.1

Executive Summary

Effectively delivered by staff and well received by students and parents alike, the Career Workshops resulted in significant improvements in participants' self-reported knowledge related to their career interests, or their child's career interests. Central findings are summarized as follows.

Analyses of Career Workshop Deployment and Participant Satisfaction

A total of 86 students and 98 parents participated. The before/after comparisons demonstrated statistically significant changes across all these measures, furthermore the extent of the reported change suggests meaningful cognitive growth took place as a result of the workshops. No statistically significant differences were observed when data were compared across sessions for either students or parents.

Strengths of the Activity

- Results showed significant increases in participants' understanding of their or their child's career interests.
- Results showed significant increases in participants' understanding of the types of careers associated with and offered at UW-Stout.
- Results also showed significant increases in student participants' likelihood of researching careers and academic majors.
- Student participants valued the opportunity to listen to the student panel, ask questions, and receive answers.
- Participants stated that the Student Panel and the UW-Stout Programs Presentation were the most useful.
- Participants also stated that the Career Assessment Results and activities were useful.

Opportunities to Improve the Activity

- Continue the goal of recruiting *a minimum* pool of 100 student participants solely from those individuals who have demonstrated some form of commitment to attend UW-Stout.
- Increase workshop enrollment:
 - Hold Career Workshops at UW-Stout, as well as one in the central portion of southern Wisconsin and one in northeast Wisconsin, or
 - Coupling the Career Workshops with Student Registration.
- Provide additional, more specific, information on UW-Stout programs/majors.
- Provide additional time with the student panel.

Action Plan to Improve the Activity

- Provide additional follow-up resources and activities.

Action Plan to Evaluate Impact/Sustainability of Intervention

- Students tracked for yearly enrollment, major declaration, and performance to determine impact of the intervention and whether it is a good use of available resources.