

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF STUDENT AFFAIRS COUNSELING SERVICES SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **DEPARTMENT PURPOSE**

The Counseling Center will assist the College and the division of Enrollment Services in achieving the mission of nurturing and developing the whole student in a caring, Christian environment by providing student services through career and personal counseling.

#### **OBJECTIVE**

The Counseling Center will implement eSIGI PLUS, a web-based Career assessment program, and promote its use through the Freshman Seminar.

#### **ACTION PLAN**

- Students enrolled in the Freshman Seminar course will utilize the web-based career guidance system, eSIGI PLUS.
- Instructors teaching the Freshman Seminar (COL 102) will be asked each semester to include eSIGI PLUS as a graded requirement for that course.
- Freshman Seminar students will make an appointment with the Counseling Center staff to assist with eSIGI PLUS and to review results as related to each student's career objective.
- eSIGI PLUS will be accessible to all on-campus and external site students.
- The availability of eSIGI PLUS will be advertised by notifying professors, posting flyers at all sites and emailing current students.

#### **ASSESSMENT**

- The number of Freshman Seminar students utilizing eSIGI PLUS and the number of scheduled appointments with a counselor will be tracked and reported at the end of each semester to the Dean of Students.
- The number of external program students and other on-campus students utilizing eSIGI PLUS will be tracked and reported at the end of each semester to the Dean of Students.
- eSIGI PLUS evaluation surveys will be given to all students enrolled in the Freshman Seminar to determine its effectiveness in assisting with the intellectual development of students.

**RESPONSIBILITY**

Career Counselor, Director of Counseling Services, Dean of Students, and Vice-President for Enrollment Services.

**TIME**

Fall and Spring Semesters

**RESOURCES REQUIRED**

Resources will be determined on an annual basis and included in the annual budget.

**RELATED TO**

Institutional Goal No. 6

**BREWTON-PARKER COLLEGE**

**OFFICE OF STUDENT AFFAIRS  
COUNSELING SERVICES  
SIX-YEAR STRATEGIC PLAN  
2002-03 THROUGH 2007-08**

**RESULTS & RESPONSES—2002-03**

**OBJECTIVE**

The Counseling Center will implement eSIGI PLUS, a web-based Career assessment program, and promote its use through the Freshman Seminar.

**RESULTS**

The eSIGI PLUS program was used by 404 campus students during the year, and 161 of 166 students enrolled in Freshman Seminar courses met with a counselor to follow up on findings. The program was used by 323 External Programs students from September 2002 to February 2003 and evaluations of eSIGI PLUS were given to all students enrolled in the Freshman Seminar courses.

**RESPONSE**

Based on evaluation surveys, counselors who meet with students that have already determined a firm career choice will alter the follow-up appointment to include job exploration activities, internship possibilities, and resume development

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF STUDENT AFFAIRS COUNSELING SERVICES SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

##### **OBJECTIVE**

The Counseling Center will implement eSIGI PLUS, a web-based Career assessment program, and promote its use through the Freshman Seminar.

##### **RESULTS**

The eSIGI PLUS program was used by 218 Mt. Vernon students during the year. Of the 220 Mt. Vernon freshmen enrolled in Freshman Seminar, 66 of them completed eSIGI PLUS. External programs showed a slightly higher completion rate, with 59 of the 109 freshmen enrolled in Freshman Seminar completing eSIGI. Overall, 313 external students completed eSIGI. Evaluations of eSIGI PLUS were given to all students enrolled in the Freshman Seminar courses. Nine completed surveys were returned from external programs, and 104 completed surveys were returned from Mt. Vernon students, despite only 66 students actually completing eSIGI. Evaluation results therefore are skewed at best.

Our career counselor resigned in July 2003, and due to budget constraints, we were not able to hire another counselor. We therefore did not require freshmen who completed eSIGI to meet with a counselor to discuss results. However, based on concerns from previous evaluations regarding the benefits of eSIGI for those who have already chosen a career path, a counselor gave presentations in most Freshman Seminar classes that catered eSIGI to the needs of the individual student.

##### **RESPONSES**

Based on the low percentage of freshmen enrolled in Freshmen Seminar who completed eSIGI PLUS, the counseling and career center will work more directly with professors of Freshmen Seminar classes to ensure that the students are completing eSIGI as part of the course requirements. In addition, while evaluation results were skewed, they still showed a trend toward dissatisfaction with the capabilities of eSIGI despite attempts to cater to individual needs. On a 5-point scale, with 1 indicating positive views and 5 indicating negative views, overall mean score was a 2.38. Therefore, Counseling Services will spend the 2004-2005 year researching other online career assessment tools that will better meet the needs of the students.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF STUDENT AFFAIRS COUNSELING SERVICES SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES 2004-05**

##### **OBJECTIVE**

The Counseling Center will implement eSIGI PLUS, a web-based Career assessment program, and promote its use through the Freshman Seminar.

##### **RESULTS**

The eSIGI PLUS program was used 499 times by Mt. Vernon students during the year, more than double the number from last year. Mt. Vernon freshmen logged in 371 times, as compared to 66 last year. (Some of the logins may be multiple logins by the same person.) External programs used eSIGI about the same as last year, with 311 logins in 2004-2005, as compared to 313 logins during 2003-2004. One hundred and five freshmen from External Programs used eSIGI. Evaluations of eSIGI PLUS were given to all students enrolled in the Freshman Seminar courses. Surveys were completed from most of the Mt. Vernon campus freshmen. Only one class of freshmen from External Programs completed and returned the survey.

As per last year's Results and Responses, Counseling Services worked more directly with professors of Freshman Seminar classes to make sure eSIGI was both promoted and understood. The dramatic increase in results has demonstrated the effectiveness of this plan. We still received numerous calls from both students and faculty with login difficulties.

In addition, because of low evaluation scores in the past, Counseling Services spent this past year researching other career exploration instruments to replace eSIGI. We evaluated four different instruments, and found all of them to be inferior and more costly than eSIGI. We also had a sample of students test each of these instruments, and their opinion was less than favorable as well.

##### **RESPONSES**

Survey results were slightly more favorable this year, with an average of 3.18 out of 5 for Mt. Vernon and 3.57 out of 5 for External Programs (as compared to a 2.38 combined score last year). We also had much higher numbers of non-freshmen students completing eSIGI (N=334), which means that we are accomplishing our goal of acquainting freshmen with a tool they will be able to reuse at any time during their stay at Brewton-Parker to help with career decisions.

We will continue to work closely with Freshmen Seminar professors to ensure the success of SIGI. In the past, we have promoted SIGI in the classrooms with handouts and explanations. This year, we plan to arrange times to lead the seminar classes through

logging into SIGI and beginning the process so we can immediately work out any bugs and answer any questions, thereby increasing student satisfaction.

Based on our unsuccessful research into other instruments, we have decided to stay with eSIGI for at least another year. Another corporation bought the rights to SIGI this spring and has subsequently updated and improved SIGI over the summer. We are hoping these changes will be reflected in more positive student evaluations this next year. If not, we will continue to search for a comparable career assessment tool.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF STUDENT AFFAIRS COUNSELING SERVICES SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2005-06**

##### **OBJECTIVE**

The Counseling Center will implement eSIGI3, a web-based Career assessment program, and promote its use through the Freshman Seminar class.

##### **RESULTS**

The eSIGI program was used 528 times by Mt. Vernon students during the year, a 6% increase from last year. Mt. Vernon freshmen logged in 199 times, as compared to 371 last year. eSIGI has been updated considerably, including a more user-friendly and concise format, thereby enabling students to complete the assessment in one sitting, which may explain the lower number of logins. External programs used eSIGI less than last year, with 207 logins in 2005-2006, as compared to 311 logins during 2004-2005. Due to limited personnel resources and an increase in traffic in the counseling center this year, we were unable to adequately promote eSIGI to external programs. In addition, many adjunct faculty within external programs do not have BPC emails, which makes communication more difficult. Evaluations of eSIGI were given to all students enrolled in the Freshman Seminar courses on the Mount Vernon campus. Due to limited resources and difficulty contacting faculty, surveys were not sent to external program students. Survey results indicated a much higher satisfaction rate with the new and improved eSIGI, with an overall score of 3.72 out of 5 as compared to 3.18 last year. We still have a significant number of non-freshman students (N = 329) completing the assessment, including cohort and ACCEL students.

Because we received so many complaints last year with login problems and/or confusion with how to use the program, we led the students through login and completion of eSIGI during one of the Freshmen Seminar class periods. We were able to deal with all login and usage problems on the spot, and so most of the students were able to complete the assessment during that one class period.

##### **RESPONSE**

Because of the success of the improved version, we will stay with eSIGI as our main career assessment tool. Also because of high success rates, we will continue with in-class completion of eSIGI for freshmen. Finally, due to the success of upperclassmen using eSIGI later in their college career after being introduced to it as freshmen, we will continue to incorporate eSIGI as part of the Freshmen Seminar curriculum.

We will strive to promote eSIGI to external programs this year, including trying to communicate with professors earlier to allow time for potential communication difficulties.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF STUDENT AFFAIRS COUNSELING SERVICES SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2006-07**

##### **OBJECTIVE**

The Counseling Center will implement eSIGI3, a web-based Career assessment program, and promote its use through the Freshman Seminar class.

##### **RESULTS**

The eSIGI program was used 474 times by Mt. Vernon students during the year, a 10% decrease from last year. Mt. Vernon freshmen logged in 188 times, as compared to 199 last year. We again led the students through login and completion of eSIGI during one of the Freshmen Seminar class periods, making the introduction time even shorter so that most students were able to complete the assessment in one class period; this is most likely the explanation for the reduced number of logins. External programs used eSIGI less than last year, with 150 logins in 2006-2007, as compared to 207 logins during 2005-2006. We were still unable to adequately promote eSIGI to external programs, although we did send emails, promotional material, and log-in instructions to site directors.

Evaluations of eSIGI were given to all students enrolled in the Freshman Seminar courses on the Mount Vernon campus. Due to limited resources and difficulty contacting faculty, surveys were not sent to external program students. Survey results indicated a lower satisfaction rate with eSIGI, with an overall score of 2.92 out of 5 as compared to 3.72 last year. However, based on a number of the comment/score combinations, I believe that the survey instrument was confusing, as many people gave an item a low score, but then wrote positive comments about it. We still have a significant number of non-freshman students (N = 286) completing the assessment, including cohort, ACCEL, and graduated students.

##### **RESPONSES**

Due to the success of upperclassmen using eSIGI later in their college career after being introduced to it as freshmen, we will continue to incorporate eSIGI as part of the Freshmen Seminar curriculum. Because we suspect that the lower evaluation score is based more on a poor evaluation instrument, rather than dissatisfaction with the tool, we will create a more user-friendly evaluation instrument in order to get a more accurate reading of student satisfaction. Finally, we will try to work directly with the Freshmen Year Experience Coordinator to promote the instrument to external program students and faculty, since our efforts thus far seem ineffective.