Overview
The Student Life Department continued to utilize an outside consultant (Russ Rogers, Ph.D., DePaul University, Chicago, Illinois) and regular staff meetings to focus on program review. Russ joined the recent June 12-13, 2006, spring retreat in Ventura. Highlights of our progress this spring are as follows:

- Reviewed and evaluated the assessment submitted by the Office of Life Planning as an example of “Best Practice” because it included these five key assessment elements: 1) purpose of using the particular assessment tool; 2) presentation of the data; 3) interpretation of the results; 4) using the results; 5) determining next steps. This example is included below.

- Completed preliminary planning for the external audit of Intercultural Programs. The audit will bring in 2-3 respected colleagues from other colleges. The CASC standards will be consulted as one aspect of the review.

- By the end of fall ’06, each department in Student Life will complete a grid that is intended to identify the objective of every intervention/program. We are currently refining the elements of the grid. It will tentatively include the following information about each intervention/program:
  a. Description
  b. Date
  c. Purpose or major questions you are trying to have answered
  d. Connection to student life sought outcomes (EAR)
  e. Method of assessment
  f. When is the assessment conducted?
  g. What is your analysis of data collected (conclusion)?
  h. What steps were taken, if any, as a result of the assessment effort?

Example of “Best Practice”: Office of Life Planning (Dana Alexander, Director)

Introduction
The mission of the Office of Life Planning is to help students (1) better understand who God has made them to be, (2) discover the opportunities in our world to live out their uniqueness, and (3) discern the variety of ways those two dimensions can come together through meaningful career and life choices.

Our desired outcomes for students – what we hope they will gain -- are:
1. A deeper understanding of themselves: interests, skills, values, personality.
2. Information about options and resources.
   A. The world of work – occupations and fields
   B. Graduate programs
   C. Service opportunities
3. Practical tools and skills
   A. An effective resume
   B. Interviewing skills
   C. Job search skills
4. A theological perspective on God’s will and calling

Surely these are lofty but worthy goals, and yet if students are not sufficiently aware of our services they cannot be met. The description below is of one piece of a larger assessment endeavor. In this case we are seeking to understand some of the reasons why students may not be aware of (or accessing) our services.

**Assessment Goal**
An on-going goal for the Office of Life Planning is to gauge student satisfaction with the services offered and to determine if there are ways to improve our programs to better meet identified needs. The particular goal of this assessment effort was to discover ways we could increase the number of students who take advantage of our services.

**Data**
In the Spring of 2006 our office participated in a survey developed by Cedarville University as a “benchmark” tool, designed to be given to all students at each CCCU school, to assess (1) the effectiveness of a career center in providing services, (2) the satisfaction of students who use the services, (3) the reasons why students haven’t accessed career center services. The survey was taken on line and the results were tallied. The survey link was sent to all 1228 students and 511 students responded, which is approximately 42% of the student body. Results are attached (see Appendix A, page 4).

**Interpretation of the Results**
One gratifying result of the survey was the large number of written comments (133), which suggested a concern for our program and a desire to help us become more effective. While we were pleased with the responses of those who utilized our office, one theme became overwhelmingly obvious: a large number of students do not believe we are effective at advertising our services. The first indication in the survey that advertising is an issue comes in question 7. Of the respondents, 40% are neutral, somewhat disagree, disagree or strongly disagree to the statement that “Life Planning does an effective job of advertising its services”. Additionally, there are 38 statements focusing on a weakness in advertising, marketing, publicity and promotion. Coincidentally, this concern had been a topic of conversation at our own staff meetings and we had already begun to brainstorm ways of addressing the need. The results of the survey validated our concerns.
Using the Results
As a result of the survey results, we have determined to take three actions:

1. Utilize our retreat time as a staff to develop an advertising/marketing campaign that is systematic throughout the year, with specific dates and deadlines for accomplishing determined tasks.
2. Hire a student “marketer” who would serve as a consultant to us about effective promotional techniques, and would do some of the work required to carry out the ideas.
3. Conduct a series of student focus groups seeking ideas for effectively marketing our services.

Next Steps
The Office of Life Planning intends to administer this same assessment in four years. We might revise the tool somewhat to better assess specific awareness of particular programs and services.

--June 15 Program Review report submitted by Tim Wilson, Associate Dean of Students
Appendix A
Westmont College- Cedarville Survey
511 surveys received and tallied

1. Which best describes your present academic involvement
   Freshman (127) (25%)  Sophomore (116) (22%)  Junior (119) (23%)  Senior (141) (27%)  5th yr. (8) (0.2%)

2. What is your gender?
   (511 responses)
   Female (333) 65%  Male (172) 34%

3. Which of the following best describes your ethnic heritage?
   (511 responses, there can be more than one response per person)
   International (6) 01%
   Native American (9) 01%
   Asian/Pacific Islander (45) 1%
   Black/Non Hispanic (8) 01%
   Latino/Hispanic (36) 1%
   Caucasian (401) 78%
   Prefer not to respond (27) 05%

4. With that department is your Major affiliated?
   Athletic (6)  Bible (19)  Business (56)  Communication (45)
   Education (23)  Engineering (7)  Exercise (23)  Language and Lit (52)
   Music/Art (23)  Nursing (2)  Psychology (21)  Science/Math (74)
   Social Science (53)  Undeclared (22)

5. Other:
   Art (2)  Biology (3)  Chemistry (2)  Computer Sci (3)
   Econ (1)  English (6)  French (1)  History (1)
   Poli.Sci (5)  Rel. Std. (4)  Sociology (9)  Kinesiology (5)
   Liberal Std. (1)  Philosophy (5)  Physics (21)  Theatre (6)

6. Please indicate the range in which your cumulative G.P.A. falls:
   0.0-1.0  (4)
   1.1-2.0  (34)
   2.1-2.5  (91)
   2.6-3.0  (213)
   3.1-3.5  (88)
   3.6-3.75  (75)

7. Life Planning does an effective job of advertising its services.
   (511 responses)
   Strongly Agree  Agree  Somewhat Agree  Neutral  Somewhat Disagree  Disagree  Strongly Disagree
   1   2   3   4   5   6   7
   (7) (114) (164) (83) (92) (30) (5)
   01% 22% 32% 16% 18% 05% 01%
8. I read the employment and programming announcements sent out by Life Planning, via email, posting, flyers, etc. 
   (511 responses)
<table>
<thead>
<tr>
<th>Always</th>
<th>Almost Always</th>
<th>Sometimes</th>
<th>Occasionally</th>
<th>Almost Never</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>(5)</td>
<td>(104)</td>
<td>(193)</td>
<td>(85)</td>
<td>(82)</td>
<td>(34)</td>
</tr>
<tr>
<td>01%</td>
<td>20%</td>
<td>38%</td>
<td>17%</td>
<td>16%</td>
<td>06%</td>
</tr>
</tbody>
</table>

9. Have you EVER used any of the services offered by the Office of Life Planning? 
   (509 responses)
   Yes (236) 46%
   No (273) 53%

10. Why have you chosen not to use the services of The Office of Life Planning? 
    (416 responses, there can be more than 1 response per person)
    1. I don't need to deal with a career yet. (78) 19%
    2. I don't really know what they do or how they help. (173) 41%
    3. I already have a job/internship in place. (22) 05%
    4. I am already accepted to graduate school. (2) 004%
    5. I'm too busy. (98) 23%
    6. I assumed that assistance would not be available outside the state. (7) 02%
    7. Other (36) 09%

11. Are you planning on utilizing the Office of Life Planning in the future? 
    (279 responses)
    Yes (123) 44%
    Undecided (153) 55%
    No

12. How many times have you used the Office of Life Planning services? 
    (246 responses)
    1 time (76) 31%
    2-4 times (135) 55%
    5-7 times (20) 09%
    8-10 times (6) 02%
    11+ times (5) 02%

13. In which year did you first use any of the Office of Life Planning's services? 
    (243 responses)
    Freshman year (113) 46%
    Sophomore year (65) 27%
    Junior year (38) 16%
    Senior year (23) 09%
    Senior+ alumni

14. Why did you use the Office of Life Planning? 
    (456 responses, there can be more than one response per person)
    Required for a class (60) 13%
    To assist with a resume (55) 12%
    For guidance in career related strategies (77) 17%
    For employment/internship ideas (126) 28%
    Take the Career Direct or other career related assessment tests (94) 21%
    Other (44) 1%
15. I was treated with respect and courtesy.

(243 Responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(145)</td>
<td>(82)</td>
<td>(5)</td>
<td>(5)</td>
<td>(7)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>60%</td>
<td>34%</td>
<td>02%</td>
<td>02%</td>
<td>03%</td>
<td></td>
</tr>
</tbody>
</table>

16. The staff seemed genuinely interested in my needs and eager to provide the appropriate services.

(241 Responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(112)</td>
<td>(90)</td>
<td>(9)</td>
<td>(10)</td>
<td>(2)</td>
<td>(11)</td>
</tr>
<tr>
<td>2</td>
<td>46%</td>
<td>37%</td>
<td>04%</td>
<td>04%</td>
<td>01%</td>
<td>05%</td>
</tr>
</tbody>
</table>

17. The staff seemed professionally competent in areas related to Life Planning

(241 responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(84)</td>
<td>(105)</td>
<td>(21)</td>
<td>(8)</td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td>2</td>
<td>35%</td>
<td>44%</td>
<td>08%</td>
<td>03%</td>
<td>01%</td>
<td>01%</td>
</tr>
<tr>
<td>3</td>
<td>35%</td>
<td>44%</td>
<td>08%</td>
<td>03%</td>
<td>01%</td>
<td>06%</td>
</tr>
</tbody>
</table>

18. The staff demonstrated an interest in my spiritual well-being when appropriate.

(239 responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(37)</td>
<td>(88)</td>
<td>(19)</td>
<td>(45)</td>
<td>(1)</td>
<td>(49)</td>
</tr>
<tr>
<td>2</td>
<td>15%</td>
<td>36%</td>
<td>08%</td>
<td>19%</td>
<td>01%</td>
<td>21%</td>
</tr>
</tbody>
</table>

19. The staff demonstrated an interest in my academic well-being when appropriate.

(239 responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(45)</td>
<td>(104)</td>
<td>(19)</td>
<td>(32)</td>
<td>(40)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>19%</td>
<td>44%</td>
<td>08%</td>
<td>13%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

20. The staff in the office seems to understand and appreciate my needs as college student.

(239 responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(73)</td>
<td>(103)</td>
<td>(23)</td>
<td>(15)</td>
<td>(3)</td>
<td>(21)</td>
</tr>
<tr>
<td>2</td>
<td>31%</td>
<td>44%</td>
<td>10%</td>
<td>06%</td>
<td>01%</td>
<td>09%</td>
</tr>
</tbody>
</table>

21. This office is open on a convenient schedule, making its services easily accessible to students.

(239 responses)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(44)</td>
<td>(86)</td>
<td>(42)</td>
<td>(33)</td>
<td>(12)</td>
<td>(22)</td>
</tr>
<tr>
<td>2</td>
<td>18%</td>
<td>36%</td>
<td>18%</td>
<td>05%</td>
<td>09%</td>
<td></td>
</tr>
</tbody>
</table>
22. The office manager/staff handled my appointment efficiently.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>22 responses</td>
<td>(64)</td>
<td>(87)</td>
<td>(15)</td>
<td>(19)</td>
<td>(3)</td>
<td>(1)</td>
<td>(50)</td>
</tr>
<tr>
<td>27%</td>
<td>36%</td>
<td>06%</td>
<td>08%</td>
<td>01%</td>
<td>01%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

23. This office provides an appropriate range of services to meet the needs of college students on this campus.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>241 responses</td>
<td>(41)</td>
<td>(112)</td>
<td>(45)</td>
<td>(20)</td>
<td>(6)</td>
<td>(3)</td>
<td>2 )</td>
</tr>
<tr>
<td>17%</td>
<td>47%</td>
<td>18%</td>
<td>08%</td>
<td>03%</td>
<td>1%</td>
<td>01%</td>
<td>05%</td>
</tr>
</tbody>
</table>

24. Working with the Office of Life Planning helped me to learn more about the career opportunities associated with my major.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>239 responses</td>
<td>(12)</td>
<td>(46)</td>
<td>(43)</td>
<td>(45)</td>
<td>(22)</td>
<td>(9)</td>
<td>(2 )</td>
</tr>
<tr>
<td>05%</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>09%</td>
<td>04%</td>
<td>01%</td>
<td>25%</td>
</tr>
</tbody>
</table>

25. Working with the Office of Life Planning helped me to learn how to prepare for a career that matches my abilities, values and interests.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>238 responses</td>
<td>(15)</td>
<td>(60)</td>
<td>(51)</td>
<td>(34)</td>
<td>(11)</td>
<td>(5)</td>
<td>(2 )</td>
</tr>
<tr>
<td>06%</td>
<td>25%</td>
<td>21%</td>
<td>14%</td>
<td>05%</td>
<td>02%</td>
<td>01%</td>
<td>25%</td>
</tr>
</tbody>
</table>

26. Services provided by the Office of Life Planning increased my ability to communicate professionally with potential employers/graduate schools.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>239 responses</td>
<td>(20)</td>
<td>(52)</td>
<td>(34)</td>
<td>(48)</td>
<td>(5)</td>
<td>(6)</td>
<td>(1 )</td>
</tr>
<tr>
<td>09%</td>
<td>22%</td>
<td>14%</td>
<td>20%</td>
<td>02%</td>
<td>02%</td>
<td>01%</td>
<td>30%</td>
</tr>
</tbody>
</table>

27. Services provided by the Office of Life Planning increased my ability to network effective.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>239 responses</td>
<td>(9)</td>
<td>(37)</td>
<td>(41)</td>
<td>(48)</td>
<td>(13)</td>
<td>(12)</td>
<td>(1 )</td>
</tr>
<tr>
<td>04%</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
<td>05%</td>
<td>05%</td>
<td>01%</td>
<td>33%</td>
</tr>
</tbody>
</table>
28. Overall I am satisfied with the services provided by this office.
(239 responses)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agreed</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>41</td>
<td>134</td>
<td>(32)</td>
<td>(13)</td>
<td>(8)</td>
<td>(5)</td>
<td>(2)</td>
</tr>
</tbody>
</table>

(239 responses) 17% 56% 13% 05% 03% 02% 01% 02%

(Questions 29 & 30 asked for comments, which are presented below)

31. My Westmont education did/is doing a good job of preparing me for the world of work
(267 responses)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>46</td>
<td>143</td>
<td>(55)</td>
<td>(11)</td>
<td>(8)</td>
<td>(2)</td>
<td>(2)</td>
</tr>
</tbody>
</table>

(267 responses) 17% 54% 21% 04% 03% 01% 01%

32. Have you had a practicum or internship experience through Westmont?
(269 responses)

Yes (106) 39%
No (78) 29%
I plan to before I graduate (85) 32%

33. I feel that every student should be required to have a resume approved by the Office of Life Planning before they graduate.
(268 responses)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>55</td>
<td>52</td>
<td>(67)</td>
<td>(50)</td>
<td>(20)</td>
<td>(15)</td>
<td>(8)</td>
</tr>
</tbody>
</table>

(268 responses) 21% 19% 25% 19% 07% 06% 03%

34. I feel that every student should be required to have some kind of interviewing preparation and practice before they graduate.
(270 responses)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>56</td>
<td>80</td>
<td>(59)</td>
<td>(34)</td>
<td>(20)</td>
<td>(13)</td>
<td>(8)</td>
</tr>
</tbody>
</table>

(270 responses) 21% 30% 22% 12% 07% 05% 03%
OPEN FEEDBACK (133 TOTAL COMMENTS)

Comments have been divided into categories: Positive, Negative, and Suggestions. The suggestions category has been subdivided into (1) General and (2) Related to Advertising, Marketing, Publicity and Promotion

Positive (30)

- No improvements needed.
- I never came into the life planning office but I used its information online to help me find a volunteer job at a local clinic.
- The Life Planning office gave me a chance to be frank with someone about my past, and my lack of direction, and the things that did interest me, and where I could possibly go from there. I think if students better knew how comfortable and familiar/friendly the office and employees were, they would be more prone to use it.
- The people I have worked with are so caring and go out of their way to make sure things are going well for me.
- The services I received were wonderful, and the person I spoke with genuinely cared for me.
- My interaction with the Career and Life Planning office was very positive and my resume was very successful in the end.
- I met with Dana for a course requirement. He was quite knowledgeable, and was a help in preparing my current resume.
- The Life Planning office was helpful and personable and very interested in my success.
- I've only taken the Myers Briggs assessment but receiving the card in the mail to schedule an appointment and the appointment itself were helpful.
- I really enjoyed taking the Myers Briggs test and talking over the results. I think that it should be required by a class...perhaps a social science GE.
- I only went for 1 appointment my freshman year with a woman who actually left after that year. She was helpful at that point in my thought process about majors, but I really don't have any experience with career and life planning. I think it's a great resource and want to use it more!
- Dana Alexander was so helpful, insightful, and informative. What a guy!
- I still don't know what I am going to do when I graduate... but I am less stressed out about in now.
- Celia Howen was wonderful.
- It does a great job!
- Dana Alexander was very good at teaching me how to write a resume; he even took extra time to check mine over and make corrections.
- I went to a resume workshop and it was great!
- I only used the office for a Myers Briggs test
- I'm an RA and it was helpful to take the test and then debrief with Dana.
- The life planning office is WONDERFUL!!
- I felt like I was able to understand my role as a college student better after I talked with Life Planning. Thank you!
- I never came into the Office but I used its information online to help me find a volunteer job at a local clinic.
- I think that the people who work in the office are genuinely interested in the well-being of the student.
- My freshman year I took the career assessment test and was very pleased with how the office helped me interpret the results. At Urban, Dana Alexander helped us construct our resumes and with our interview skills which was immensely helpful for my internship and the future.
- Haven't had that much experience but I feel the life planning office is good.
- The people I worked with were really friendly and helpful. They made great suggestions and gave me a good list of things to think about for my life.
- I took the Meyers Briggs Test through the Life Planning Office, and I was really impressed about how much it helped me to learn more about myself and the way that I work with others. The professions that it recommended were right on target as well.
- It was fun AND enlightening. I'll definitely be back for more. The flyers & hand-outs outside the offices really provide a lot of great info, too.
- I would like to take more advantages of the services and opportunities offered by Life Planning. I believe the staff care about the students, respect our needs, and try to make us feel comfortable as we try to learn about key areas in our future plans.
- I appreciate their sincerity and concern when I interact with them.

Negative (12)
- They did not have some books on certain areas and issues I wanted information on. Would have been helpful to have those resources on campus.
- I marked most negatively on services that I have not found in the office, but I admit that I have not spent much time there and could possibly have missed them.
- One time I went, everyone was out to lunch. Another time I went, the resume professionals were gone for 3 days. It's difficult for me to get to the library and to blot out a chunk of time to visit. Make meetings more accessible/less challenging to make.
- They do an ineffective job getting students to connect with them. They are not well-connected in the Greater Santa Barbara area for internships/summer jobs/job placements.
- The office has been closed when I have been by the last two times, but this is my own fault for coming later in the day.
- I think there is a general lack of understanding on campus of what the office does and what their purpose is.
- The staff doesn't seem to be natural net workers.
- The staff seemed to lack the energy to take the program to the next level.
- I feel like the office provided me with a lot of information but no way to process this information. They also did not really follow up with the appointment. It was more of a one time thing.
- I think it was due to certain circumstances, but I found it very difficult to get in contact and communicate with the office and certain individuals.
- I find it rather intimidating to come to the office unless I have a specific question.
- I took one of the personality assessments offered by OLP, the first time I had ever really been interested to visit the office or use their services. I still don't have a clear idea of what the office does besides mentoring students. I think that many students
would benefit from their services, but most students haven't really heard from them or been educated about what they do.

**Suggestions - General (42)**

- I would love to see the job binder’s content put into a database online.
- It would be nice if there were people who specialized in a gen. way in helping students with their interests. For example a person specializes in the arts and music and theater, others in math, science and IT.
- The office should offer to actually do something for students rather than just give ideas (most of which have already been thought of anyway)
- If I want to pursue a career in chainsaw juggling, how can your department help to act as a springboard to achieving this goal?
- I guess I am not really educated in the life planning services. Maybe some how let us know.
- I would be more interested in learning in my junior or even earlier, about options after college. More interested in career choices, what I would have to do about those choices, deadlines, graduate school, masters vs. PhD programs, about getting a teaching credential, which would be the most affordable, maybe even some statistics.
- I'm not sure, but I'm off campus and don't always have time to make it on campus... maybe online services?
- Branch out and you do not have an immediate way to help a student with their personal situation, be willing to work with the student to try to find a way to assist. DON'T JUST SAY LIFE PLANNING CAN'T DO ANYTHING. As a Life Planning office, they should realize that life is not cut and dry and does take place outside their own context; thus they should be willing to try to see outside their sphere of influence and seek to expand their reach and network.
- Have more stuff available online to lure students in.
- I think the Office of Life Planning could do a better job of advertising its services. I think that an email or publication that lists the capabilities of Life Planning would really help students know what is available to them.
- I'm not sure if they are involved with every major’s senior seminar class, but so far that has been extremely useful.
- Emphasize what OLP can do for people who aren't seniors.
- JOB FAIR, that is very diverse!!!
- Provide monthly/semester workshops where students can practice interviewing, public speaking, networking, etc. Events where students can develop necessary skills.
- Really push the impact of Myers Briggs in defining interests and general ways of going about life.
- I think maybe send out an e-mail to all seniors with an appointment time to meet with them to discuss concerns. If they don't want to come they can cancel, but I think a lot of students need help but don't put in the effort to do it.
- Hold more discussions or forums about general topics, kind of like Life after College for Dummies.
- I think it's especially important for freshman to go. I wish I had gone as a freshman.
- Maybe have occasional sessions with speakers about how to use the resources, or find an internship/jobs, etc.
I feel like to a lot of students it is just a name of another department and not really known or utilized well. Perhaps a better location, like in the KSC would make it more approachable.

Send out an email about the different opportunities available. Not many people see the bulletin boards upstairs unless they're looking for it.

I think personal contact is important.

Maybe be more available. I've been up there a couple of times and no one's been there to help.

Instead of directing students to just use the web site, maybe they should sit and talk with student and help them find choice. It should be offered that the student can use the web site, but if a student takes the time to come into the office the person there should be willing to help. At times I have gone into the office and felt like I am hastily being dealt with instead of feeling a general interest in my well being and placement.

The OLP needs to branch out toward the students so that they make themselves available. Maybe if students were required to do a consultation, tests, or at least visit the office to know where it is, they would have a better handle on the resources it can provide.

Encourage RA's to spread the word about their services.

Have a representative talk with the prospective students when they come in the summer to sign up for classes.

Be more specific about which specific opportunities and services you provide. Students usually assume that if you're not specific about how you want to help, that you don't want to help.

Better connection with alumni

I think Life Planning is well connected with students, but perhaps students don't think they need Life Planning's services. So when emails and notices come our way, we might ignore them thinking we have too much to think about with pressing deadlines, reading, papers, etc.

Make themselves more aware of opportunities available for graduating seniors.

Have get-together's.

I hardly know what you offer. Make a web page that has all of the information--jobs, internships, etc.

Send out emails that offer exciting opportunities for specific majors.

Students need to take initiative, and seek it out on their own, if only for helping serve their own personal interests. When people feel listened to and sincerely cared, they are apt to continue to seek guidance as well as recommend it to others.

More events where students can come browse through job opportunities, like a career fair.

Maybe use the forum, have professors recommend the service of life planning to students

They should bring companies that hire students on campus. Having summer camps all the time is a waste of time. Let's get real companies to hire us.

Planning seminar or step-by-step informational meeting would be helpful, especially for first year students since the whole idea is new for us.
During most of my semesters, my schedule has not allowed for me to be able to wander into the Office of Life Planning because of staff being out to lunch or closing at 2 or 3.

Suggestions: Advertising, Publicity, Marketing and Promotion (38)

- I think the Office of Life Planning could do a better job of advertising its services. An email or publication that lists the capabilities of Life Planning would really help students know what is available to them.
- It might be good to have a student rep for your office that could publicize events in dorms, or at least advocate for the benefits of your services.
- The thing that helped me the most was the personality and interest tests, yet I didn't realize C&LP had them until a counselor at the health center recommended them. It'd be cool if things were advertised more, besides being the place where you go when you don't know what to do after graduation or to get resume help.
- I think advertising the career assessment tests more, or having professors/ faculty encourage it more, would be beneficial to students.
- Advertise more about how the Life Planning Office can be of help.
- More frequent emails on job/internship opportunities! Let people know that you are there to help them; most do not know what you can do for them.
- Post things in the horizon
- Advertise to freshman and sophomores differently but emphasize its benefit.
- Make chapel announcements, post signs outside the DC.
- More explicitly state all services available.
- Better advertisement for one. I didn't even know that this was available until the end of my first year- when one of my friends randomly mentioned that she was interested in trying it out (I didn't even hear about it directly from the office). And I didn't really feel like they took me very seriously.
- I think students just need to be more proactive about this resource. But maybe there are ways Life Planning could help students realize what a great resource it is and be encouraged to pursue some guidance!
- Have a student on board to give ideas and to market more effectively to the student pop.
- I think advertising the career assessment tests more, or having professors/ faculty encourage it more, would be beneficial to students.
- Become integrated within classes, through projects or interns or papers, representative come to classes, work with professors.
- Perhaps they could send out class appropriate (Jr. Sr. etc.) letters at the beginning of the school year reminding students of where they should be in their career planning and how they can help them get there.
- Talk to classes every once in a while just to let students know about major-applicable services that you offer.
- Maybe have administration publicize it more. Coordinate more with the other departments/services.
- There is only so much you can do. You are a resource and when we as students choose not to take advantage of the resources available to us; it may be difficult to
change that. That being said, the office does not have high visibility on campus. Maybe if staff members got a free lunch in the DC once a week or every two weeks they could eat in the cafeteria and be more visible.

- More announcements posted in the dorms would be great.
- Require everyone at some point during their time at Westmont to work with the Life Planning Office.
- Advertise more, I would like more help with networking, fundraising and guides to scholarships and grants - a grant writing class?
- Be present at campus events, such as chapel or outside the DC.
- I think advertising what services the Life Planning office provides needs to be more direct and obvious for students.
- Advertise more incorporate your services into classes like in leadership class with Dana Sanders which is how I first found out about the life planning.
- Better advertising of services would be the best idea. It seems that the office provides a lot of resources to students, but most are unaware of what those services are.
- Maybe more frequent, simple offers to help that would remind us they are a resource.
- Get the word out on what exactly they do. I am not sure if right now I could list their activities and involvement on campus.
- Just make it clear how many services are offered up there. I just sort of stumbled upon it.
- More publicity especially emails about events or other helpful hints; it would be neat to have a tip of the week in order to gain more knowledge about the department and about grad school, careers, and internships.
- I do not believe that there is enough advertisement of how the OLP can help students prepare for the future. Also, it does not seem that their connections expand past California when it comes to helping students find jobs after graduation.
- It isn't really known by the majority of students, maybe do something fun like an event to advertise and get people interested.
- Maybe having a table outside of the DC during certain times of the year
- Try to get more students to understand exactly why OLP exists and its full range of services.
- Availability is the key, i.e. longer hours of operation, more opportunities to meet with counselors (lunches, coffee, etc.), and opportunities for students to meet alumni who are working in different fields. Integrate with each department for networking and career planning; compile data and networking info from Westmont alums from each dept. It would be helpful for them to seek students out at times when they have information as to what might interest them. Accentuate the help with career planning. People at Westmont want to know what to do with their lives as far as a job is concerned. Life planning is somewhat ambiguous...career help, placement, and advice should be advertised more.
- Advertise like crazy! College students won't remember just a poster in front of the DC. I would have loved to attend forums or discussions. Let students know what the office can offer in helping us as we are about to graduate and enter into the professional world!
- Maybe offer Myers Briggs tests/workshops occasionally at a meal time in the DC. I think once people take that assessment, they're more interested in who they are and how their strengths could be used.
- The fact that the office is upstairs, in the corner of the library makes it hard to notice, perhaps a more visible and closer to foot traffic place would be more effective.
- Set up a booth on days when clubs put tables in the DC lawn, give them information on what is available, and what they could sign up for.