**Measuring Event Success**

In this role I would measure event success by looking at the event outcome from the perspective of employers, students and staff. I would want students that attend events to feel that it was worth their time and that they gained something useful and meaningful that will help them develop professionally.

My understanding of event success is shaped by my four years of experience previously working at the Career Development Center at OSU. This includes two years as the Employer Relations Graduate Assistant and two years working full time as the Employer Relations and Event Planner. In this position I gained a strong understanding of event success from the perspectives of both employers and staff. More recently I have gained an understanding of event success from a student’s perspective while working as Instructor at OSU and as an EECS Project Sponsor working with Senior Design Teams.

The first major component of success is the ability to define objectives and gather data to understand things from an analytical perspective. When I was brought on full time to the Career Development Center one of my major responsibilities was analyzing and creating a report for the Dean of Student Life that looked at five years of past financial and demographic data.

**Student Perspective**

The Career Development Center is focused on helping students find meaningful employment and employers being able to recruit students that standout. My interaction with students has really helped me understand their concerns and hopes for graduating and entering the crowded job market.

Event success from a student’s perspective will vary depending on the student’s goals and the event being attended. Students are incredibly busy and most students attending an event being held by the Career Development Center will most likely be hoping to gain something that will benefit their career. This could be knowledge of how to prepare a resume, a meaningful interaction with an employer or just learning about companies and what they do. Analytically

**Employer Perspective**

While working at the Career Development Center I worked with the Director to help found an Advisory Committee made up of employers from companies like Target, United Way and HP.

**Staff Perspective**

From a staff perspective I view success as having a positive event turn out, high levels of satisfaction from attendees and an event that is planned and executed well. I have significant event experience from this position and working in catering and know that events have a tendency of becoming stresfull and hectic. I view success as an event that is well planned and that has low stress for those involved. I believe this can be accomplished through effective planning.

Finally, I would view success as being able to leverage this position to increase opportunity for traditionally underrepresented students. If selected for this role I would reach out to the Office of Equity, Inclusion and Diversity, the Cultural Centers and the Community Relations Facilitators who live in the dorms to start creating partnerships.

The Career Development Center