

Career Center Data Report

Matt Zacharski

6/08/2020

Overview

This report is primarily concerned with three datasets: counseling (7000 obs), info sessions (2007 obs), and program (1983 obs). Each data set consists of only unique observations ranging from 2013-2019. The key variables of interest were financial aid level (0 = lowest level, 5 = highest), race, and first generation status. Additionally, there is a word cloud depicting the most frequent counseling appointment topics during 2013-2019. **Note: It doesn't look like data for 2019 is complete so please keep that in mind when considering the graphics**

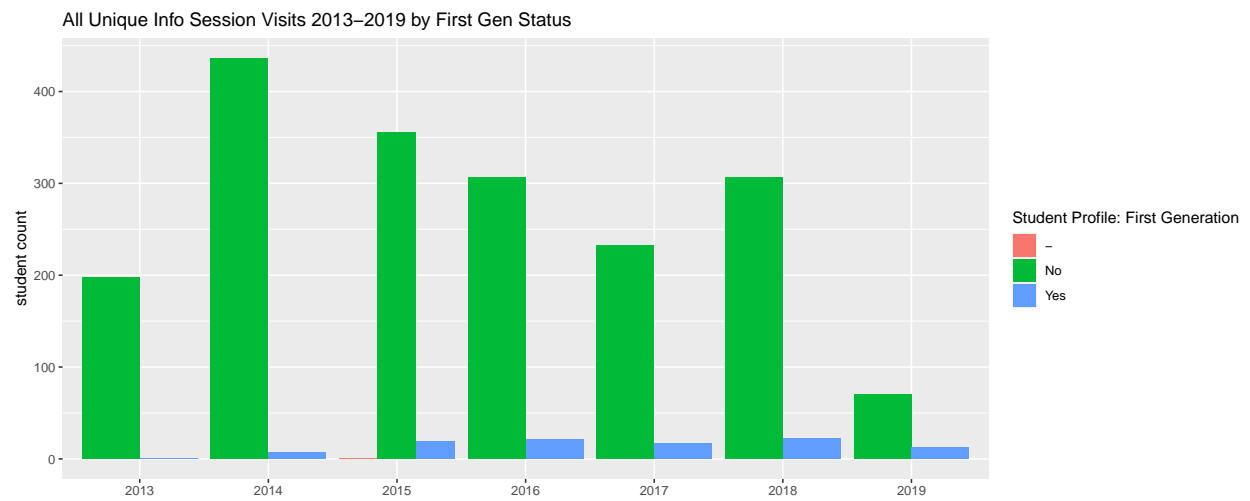
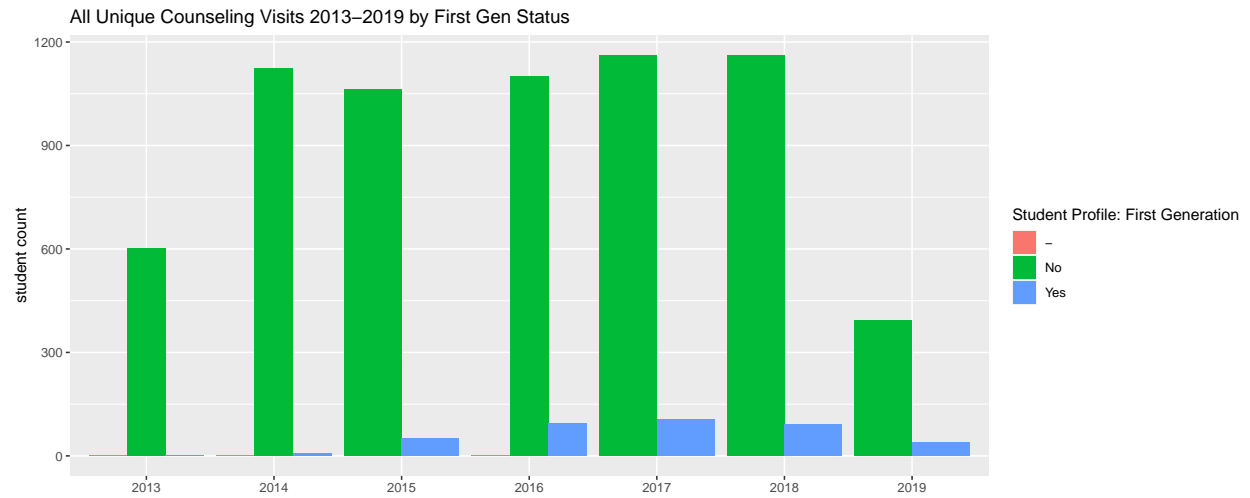
Highlevel Takeaways

- Career Center has slowly been increasing proportion of first generation student counseling appointments
- Race distribution of Career Center interactions seems to have been constant over time
- Gettysburg Leadership trip and Berkshire Hathaway trip seem to have the most even financial aid level distribution, but also small amounts of data

Going Forward

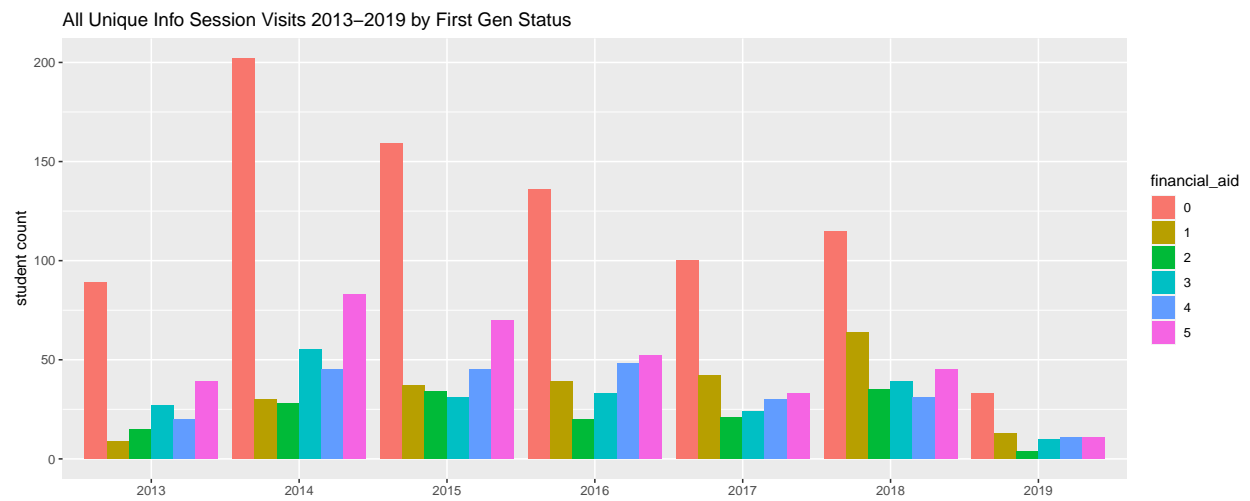
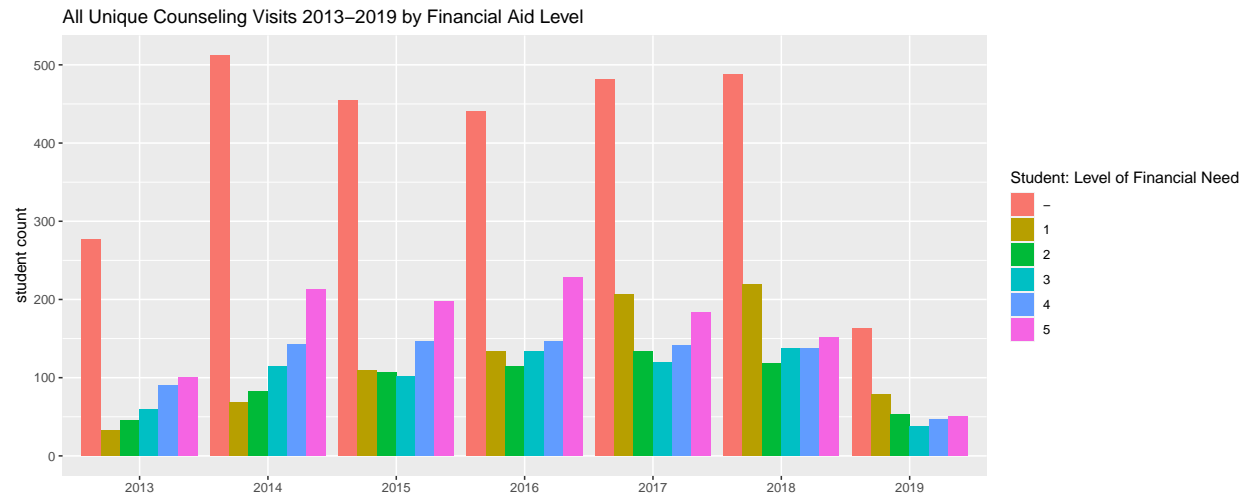
- Consider not only students that interacted with the Career Center but also those who did not
- Explore programs that other offices, such as TRIO, OIIL, etc, that may offer overlapping services with the Career Center
- Pair with student outcome data
- Consider Carleton peer college career related data



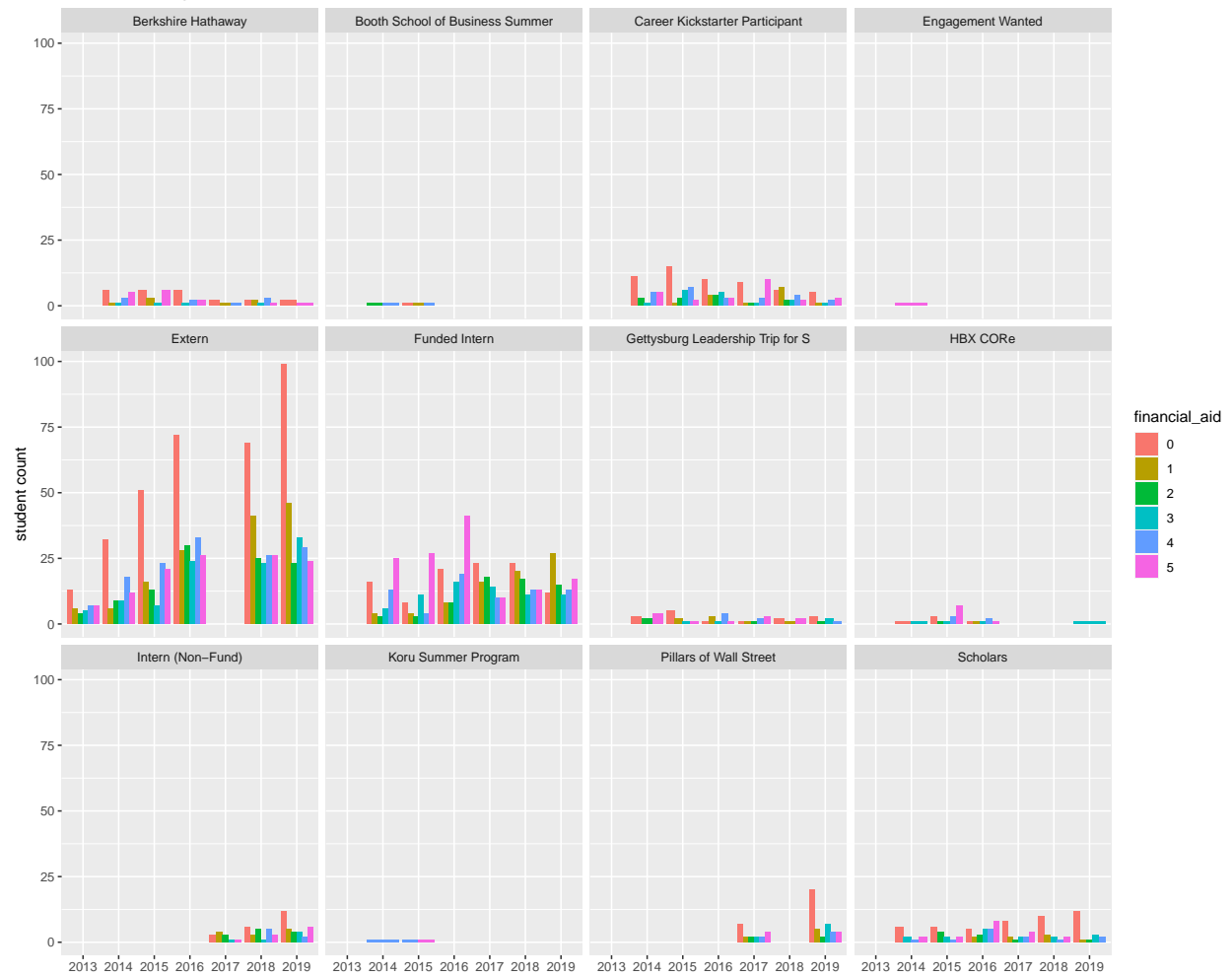


All Unique Program Participaption 2013–2019 by First Gen Status

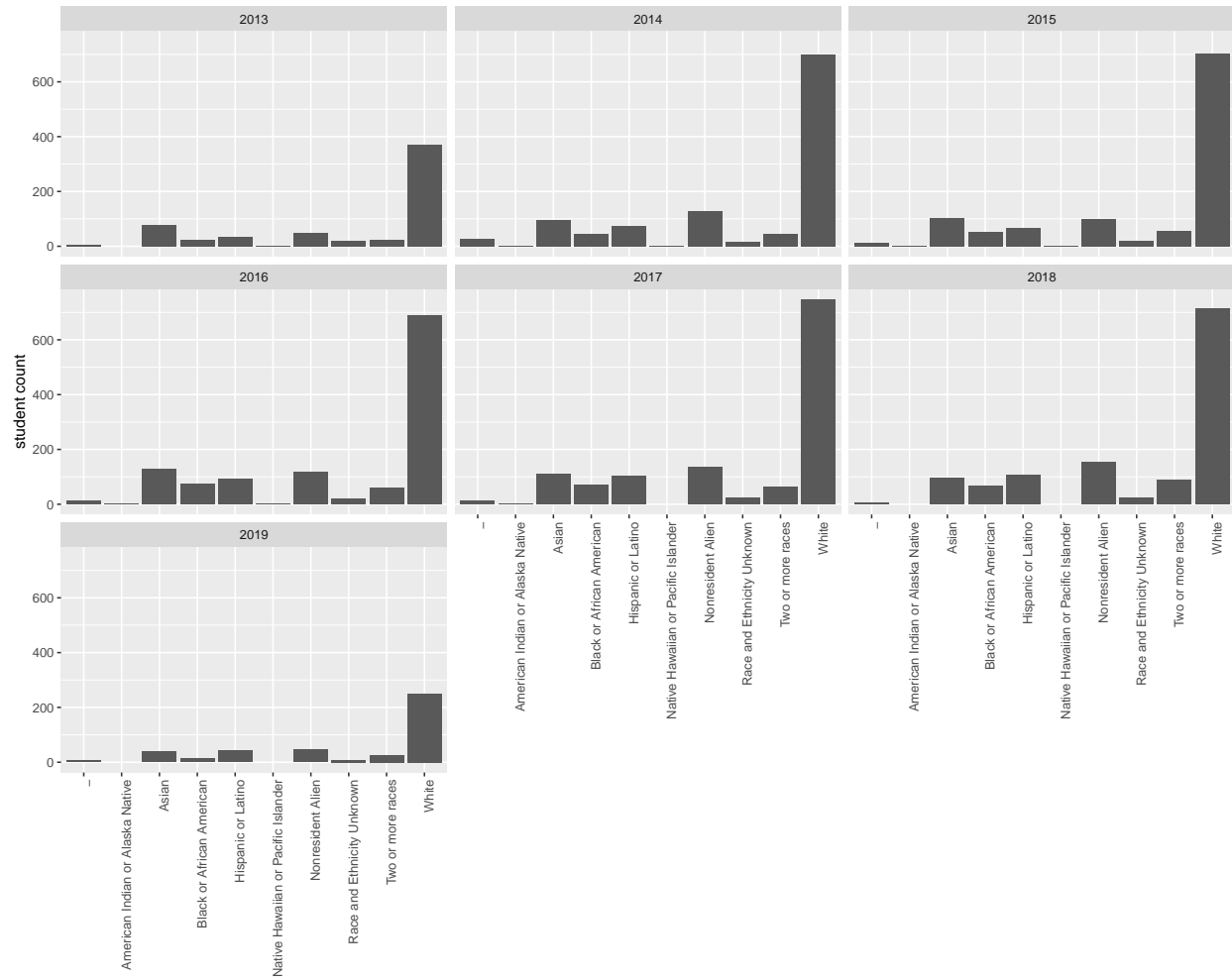




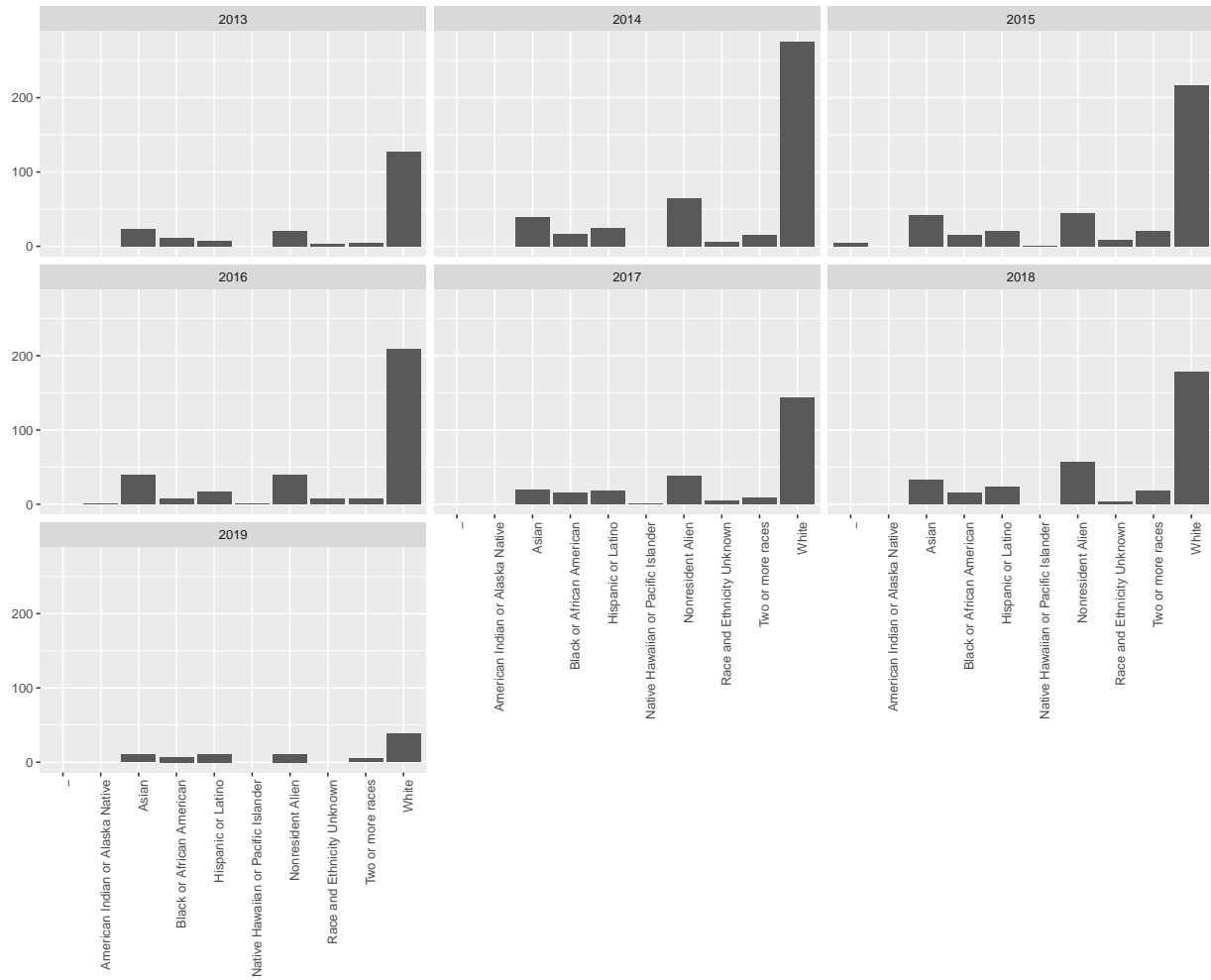
All Unique Program Participation 2013–2019 by Financial Aid Level



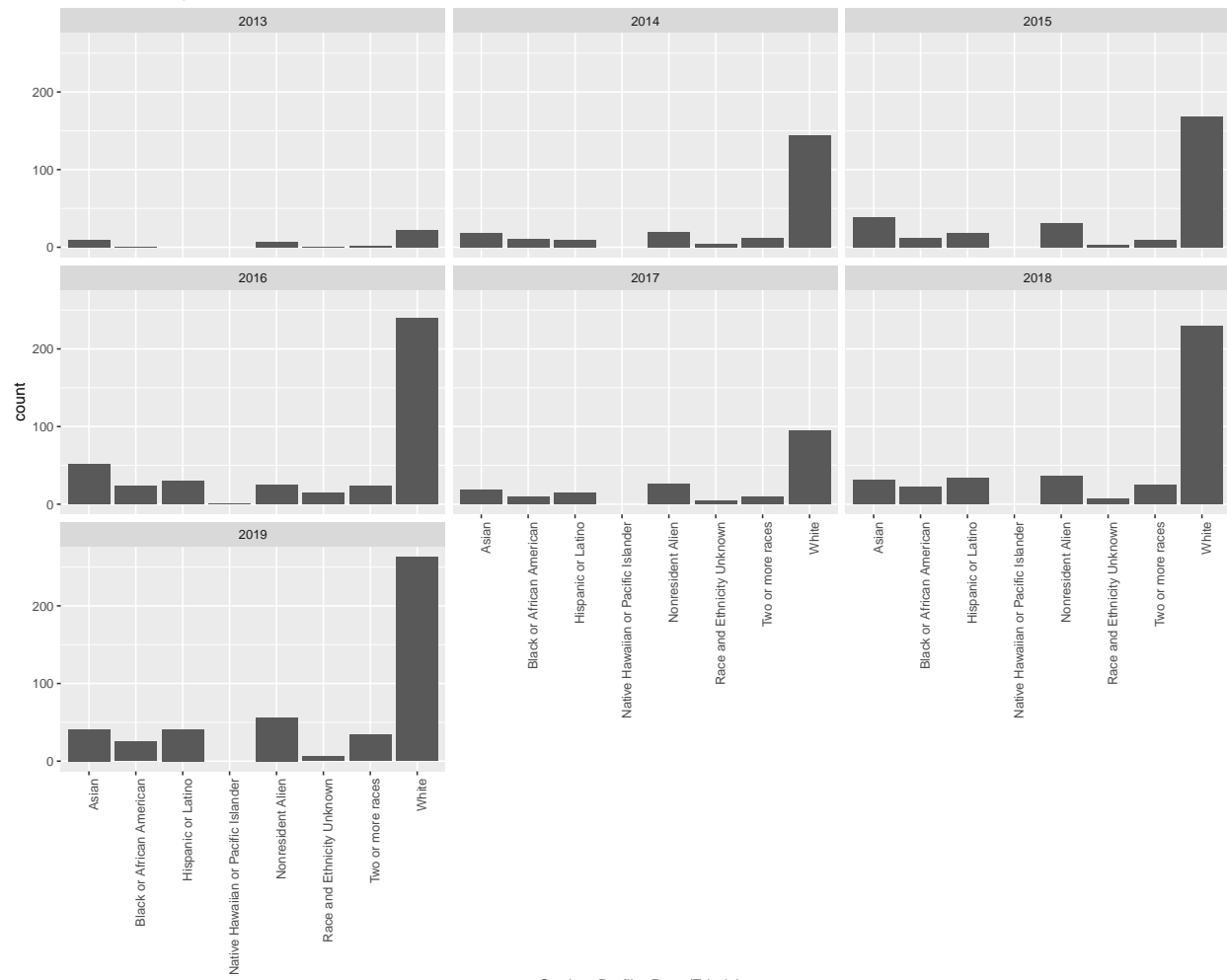
All Unique Counseling Visits 2013–2019 by Race



All Unique Info Session Visits 2013–2019 by First Gen Status



All Unique Program Participation 2013–2019 by Race



Student Profile: Race/Ethnicity