

Benchmarking the Impact of Co-Curricular Skills

Project CEO | Co-Curricular Experience Outcomes

Winner of a
2015-2016 Silver
NASPA Excellence
Award

Where and how do college students believe they're gaining relevant job skills? Can institutions better prepare them for the transition from campus to the career marketplace?

Measuring Skill Development

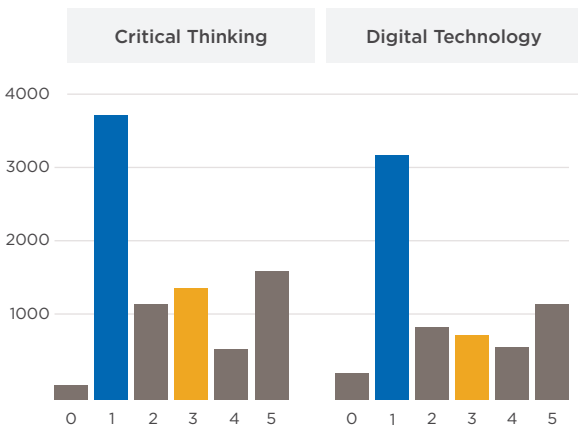
Project CEO, a national benchmarking study, was created at Stephen F. Austin State University (SFA). Students were asked to complete a survey based on the skills outlined in the NACE Job Outlook Survey. In 2016, the team at SFA partnered with Campus Labs to expand the study.

Students are asked to self-report on their skill development through a variety of outside-the-classroom activities, including student organizations as well as on-campus and off-campus employment.

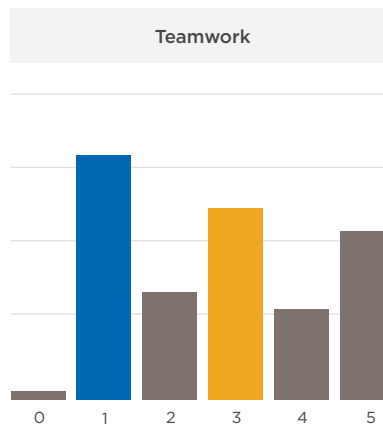
Four Insights—2018 National Data

Data is based on the participation of 13 institutions nationwide and responses from more than 7,000 students. Of these students, 27% were characterized as first-generation.

The highest incidences of learning for Critical Thinking and Digital Technology tend to occur in the classroom.



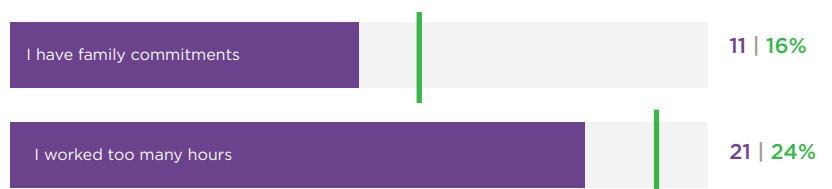
Outside of the classroom, Teamwork is best learned through co-curricular activities.



- 0 - I have not developed this skill
- 1 - My Classes
- 2 - Internships/practical experiences
- 3 - Co-curricular activities
- 4 - My job on campus
- 5 - My job off campus

In comparison to their peers, First-generation students more frequently reported these areas for why they do not get involved in co-curricular activities.

- All Others
- First-Gen





Key Benefits of Project CEO Data

- Gain buy-in for developing campus programs
- Enhance student learning experiences in a co-curricular setting
- Achieve a better understanding of both the involved and the uninvolved student
- Showcase the value of a holistic learning experience for every student

Employability Skills

Career Management
 Critical Thinking
 Digital Technology
 Influencing
 Intercultural Competence
 Leadership
 Problem Solving & Decision Making
 Professionalism & Work Ethic
 Teamwork
 Verbal Communication
 Workflow Planning
 Written Communication

Based on the Job Outlook Survey from the National Association of Colleges and Employers.

Additional Benchmarking Studies

Campus Labs can help you collect focused, actionable data through a variety of benchmarking resources, including: Campus Activities, Residence Life, Fraternity & Sorority Life, Mental Health & Counseling, Recreation & Wellness, Student Conduct, Career & Professional Aspirations, Orientation, and Student Union & Programming.

For more information, contact assessment@campuslabs.com.