

UB Assessment Day Table Top Exercise

1 key data point you would pull from this data to share with colleagues:

- 87.17% high interest in NE/Local WNY (69%)
- Better job at marketing surveys to students in Business, English, CAS, Bias towards these
- Most specified local/regional (largest % of respondents for this item)
- Location of desired experience
- Majority of respondents are from STEM or medicine
- Location of preference for internship
- 87.17% of student chose NE for summer internship
- Almost 70% of our students want to intern in Western NY
- Why Google? Want certain environment with a certain vibe. Might point at limited information as high % want WNY & Google is highest site (and not in WNY)
- UB community - % of students that wanted to complete an internship in WNY
- CAS enjoyed a good response rate, likely because other professional programs have the internship clearly articulated in the curriculum
- Being local is important to respondents – majority wish to stay in the area for internships
- Imbalance in response based on decanal unit
- 87% interested in Northeast – should be leveraged
- Interest in geographic region does not match with the location of sites (on west coast)
- Small sample size of completed surveys?

1 action step you would recommend based on the data point

- Tap into alumni network, especially in Buffalo, NYC, NY State to develop potential internship placements
- Reach out to colleagues outside of UB to start developing list of potential internship placement
- Clarifying purpose of data/assessment
- Identify more opportunities locally that are similar to preferred organizations
- Start to develop experiential learning opportunities in western NY
- Invite top 5 organizations to campus for career day
- Advertise/contact companies for internships in those areas
- The survey responses will drive focus of internship development
- Need to look at the amount of
- Learn about housing options – Contact identified companies in region and learn about – availability, future potential availability, strategies to increase acceptance into internship
- Look into places that actually offer internships in Western NY
- Increase WNY internship opportunities
- Why should we do in WNY?
- Develop relationships with companies listed in the responses
- Alumni at companies
- Look at the CAS responses to look for trends
- Where are the current internship locations, and how closely aligned are they with the responses?
- Why opportunities exist in WNY?
- Focus attention (at least primarily) on WNY and metro NYC markets for internships
- Leverage European and Asian markets in order to further assess demand. Are there enough organizations in those regions?

1 suggestion for future “data digging” or more information related to the topic (optional)

- Further demographic information surrounding economic influences (in-state vs. out-of-state tuition payers?) – why are students most interested in staying local? Can’t afford to go far?
- Value of experience as opposed to simply demographics & wants
- Cannot garner interest, only location
- ID factor influencing preference (e.g., name recognition, help with future job placement)
- ID factors that influence choice (e.g., cost, stipend)
- Majors of each
- Demographics – how many international?
- Give questionnaire to specific departments to get a better idea of their students’ needs. For example, law and social work not represented
- Do more popular companies have branch extensions to offer by region?
- No gender classification of the data
- Demographics profile impact on geographic choice
- The proportionate share by decanal units influence the percentages
- More questions to drill down on the goals the students have for the internship (e.g, job, learning)
- Would the goals/thematic interest of the student “trump” their geography?
- Does the geographic match the job goal
- Need to look at the amount of indebtedness of the respondent
- Why did they choose the geographical location they did?
- Relationship of choice to where they grew up? Family?
- Do internships provided by UB actually lead to job afterwards?
- Do all majors see value in internships?
- Which internships does UB currently offer?
- Why do percentages not represent actual college major breakdown?
- What % of domestic/international student responded to the survey?
- Which schools already identify internships for students?
- Student only picked internship site they know even if it was not in WNY
- Action for students – do they know how to find an internship themselves?
- Ask more about what “type” of opportunities they want
- Run data differently to show majors compared to type/region
- Demographics of each
- Pull out freshman/sophomore students for review
- Further research with CAS
- Ask about industries interested in
- What other experiences have they completed that informed the decisions or desire to go to internships/learn about a career field
- Cross-tabs of data region/company
- Why did students select these specific organizations? What kind of experience were they hoping to obtain from these companies?
- Go beyond decanal unit and survey programs where students are engaged in research for their perspective