

# Overview: Career Advising Appointment Evaluation

The Career Advising Appointment Evaluation form was created by the Centre for Career Action, University of Waterloo.

This tool is used to evaluate student satisfaction, learning and motivation to take action based on what they have learned. A (Zoomerang) survey link is sent to the student the day after their career advising appointment.

We also use this tool for a number of other reasons. It helps us plan marketing efforts as it allows us to determine how students find out about us, whether they understand who we work with and what attributes they associate with us. We also collect data on the ease of our online booking system. As such, this tool fits with processes and outcomes, but is offered here as an example of evaluating outcomes.

*This tool and overview were submitted by the Centre for Career Action, University of Waterloo.*