Student Services Annual Plan

SS Program Title
Career

Date Submitted

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Executive Summary
For 2013-2014, Career Services has laid the foundation to build a strong service for students that aligns and supports the strategic plan. This year the center gained new staff, added more events, workshops, informational material, marketing material, and increased operating hours. Moving forward, the center will continue to establish recruiting partnerships, develop resources, and support the larger initiative of integration of career and instruction through programs such as service learning.

Program Mission and Vision
The mission of Career Services is to provide guidance and resources to a diverse student body for the achievement of students' career-related goals.

In partnership with students, career services will facilitate lifelong career development through self-awareness, career exploration, career decision-making, and the implementation of their career choices.

In partnership with faculty and staff, career services will provide information, programs, and consultations to help them better understand the career-related needs of students.

In partnership with employers, career services will develop informational and experiential networks that involve them as resources in support of the career development of students and will maintain existing and develop new relationships with a significant base of employers who have an on-going interest in the employment potential and careers of students.

Relationship of Program to College Mission: *Indicate how the program aligns with the college's mission by checking the appropriate boxes. Check all that apply:*

- ☑ Career-Technical Education
- ☐ Basic Skills
- ☐ Transfer
- ☐ Lifelong Learning

Relationship of Program to College Vision: *Indicate how the program aligns with the college's vision by checking the areas that you address in your program.*

- ☐ Quality of Academic Life
- ☐ Diverse Culture
- ☑ Personal Support and Development of Students
- ☐ Student Success Programs

☐ Innovative Programs Preparing Students for the University

☐ Innovative Programs Preparing Students for the Modern Workforce

☐ Innovative Programs Preparing Students for the Global Community

Program Data Measures List: *List the program or department data measures in this box that were used in this past cycle.*

Data measures used this cycle consisted of SARS data tracking of both student visits and appointments at the Career Center. In addition, sign-in sheets were used to capture students who attended workshops.

Reflection on Data: *Provide a reflection on what the data means*

Our data markers were significantly higher over last year's numbers.
- 1014 visits in the Career Center (168% increase, partially due to better SARS use)
- 700+ at two Job Fairs (133% increase, Due to adding second Fair)
- According to a survey of students at the spring 2013 Job Fair who were asked what their overall experience was:
  - Excellent - 40%
  - Very Good - 29%
  - Good - 18%
  - No Response - 11%
- 111 Appointments for Resume Development (217% increase)
- 2185 students served (89% increase)
- 471 attended workshops (down 5% from last year)

Overall, getting the message out to students that there is a career center on campus through gwa-mailing important on campus events, workshops, and time sensitive interview opportunities has raised student awareness on campus. In addition, moving the SARS machine to a more prominent location has helped capture more of the actual number of students who visit the center. Further, adding a second job fair in the fall also helped increase awareness of the center and students are generally very pleased with the event. Also, our appointments are up as is the total number of students touched. We were down 5% in workshop attendance over last year and are experimenting with pizza at the workshops to help increase attendance.

Accomplishments: *List any program major accomplishments*

- One of the biggest accomplishment was getting a permanent part-time Career Resources Aide which allowed us to expand the hours of the career center to match the rest of student services.

- Our online job board JobZONE went live in March 2013 and has 700 registered employers and over 400 registered students.

- Adding a second fall job fair increased the number of employers on campus and the number of students attending. In fact employer attendance and student attendance were both up over the spring 2013 event.

- Partnered with Glassdoor.com to offer their services through our web site for free to Cañada students.

- 30 Brochures were created covering "What Can I Do With a Career In?" material.

- Foundations of the first Majors 2 Career event to be held in April 2014 created at the annual Career Advisory Committee Meeting.

- Increased employer use of the campus for holding interviews and info sessions for our students.

Changes in your program this year: *What changes has you seen in your program, and why do you think these changes have occurred?*

The most significant change this year is that we are being utilized more by both students, faculty and other programs on campus such as A2B. Also, advertising what we do whenever we can has helped make us more visible to the campus. This in an ongoing process. Also, we added a fall career fair which brings us to having two such events each year. Since most of our students who wish to work need part-time employment, we felt that it would be beneficial to them to offer job fairs at the start of the holiday hiring and summer hiring seasons.

Changes for Next Year: *What changes, if any, do you want to make in your program for next year?*

Changes for the next year revolve around expanding the existing framework that has been established with the creation of the career center. Such as adding additional workshops on LinkedIn, and the job search. Also, with the addition of the Career Club we have an additional opportunity to perform outreach at the student/peer level that can reach into the classroom, workshops, and events.

Student Learning Outcomes:
Describe your student learning outcome and the results you have from last year as follows:
Student Learning Outcome
Assessment Results
Evidence/Analysis
Use of Results
SLO for Next Year
Given the results of your SLO this year, do you plan to keep the same SLO or develop a new one?

Assessment Results for this period (471 total respondents):
Two SLO's were used this last year:
1. Student awareness of the services offered by the Career Center.
Pre-Assessment: 34% of students knew of the services provided by the career Center. This is an increase of 195% over the previous year.
Post-Assessment: 98% of students answered they were now aware of the services offered by the Career Center.
2. Student awareness of the location of the Career Center.
Pre-Assessment: 50% of students knew where the Career Center was located. This is an increase of 225% over the previous year.
Post-Assessment: 97% of students answered they were now aware of the location of the Career Center.

 While we did have quite a bit of improvement over last year in our awareness campaign, the numbers suggest that we need to keep up and expand the marketing of the Career Center throughout the campus.

- More Signage that markets the center

- Occasional emails reminding students of our services, upcoming events

- Getting more faculty to invite us into their classrooms
  - Division meetings
    - Email

SLO Changes: *If you are changing your SLO(s), please describe why*

☐ Keep same one(s)

☑ Created new one(s)

SLO Changes: *If you are changing your SLO(s), please describe why*

We have 2 years of data for the previous SLO's and the trend is that the campus is becoming more aware of our services and location. Marketing and outreach are ongoing.

New SLO will measure student learning of content from workshops using pre/post survey.

Pre/Post Survey Questions:

1. List 3 important things to do to prepare for an interview.

2. List 3 things to include on a resume.

3. How many examples should you put into a cover letter and why?

SLO Relationship to Strategic Directions: *Check each of the college's Strategic Directions that your SLO addresses*

☑ Teaching and Learning

☐ Completion

☐ Community Connections

☐ Global and Sustainable

SLO and Strategic Directions: *Describe how your SLO relates to the strategic directions*

This SLO aligns with the strategic plan objective 2.10 which among other goals, lists promoting career resources to Cañada students. While we are changing the SLO for the next cycle, we will continue to promote student awareness of the Career Center and the services it provides to keep awareness high.

SAO Action Plan:
List your SAO for the upcoming year and describe the Following:
Student Learning Outcome
Activities to Achieve the SLO
Assessment Measures
What do you expect to learn

The SAO for the last year was to implement and promote an online job board for students and employers, and further add resources to our website. These SAO's address EMP 2.10 and 3.3.

Activities:
- The Online Job Board jobZONE, went live in March of 2013 for both employers and students. The site continues to be promoted through gwamail, promotional materials, and at workshops.
- Employers have been informed of jobZONE through email, calls, face to face communication, and personal email footers.

Assessment Measures:
- Monitored growth in the first year
- Google Analytics

Expected Learning:
Since this will be the second year of data, learning will consist of seeing how many employers and students have signed up for an account with jobZONE, and the number of visits to each of our resources on the website. This will help us judge the effectiveness of our methods.

Service Area Objectives:
Summarize the assessment results of your Service Area Objectives, to include the impact on the quality and success of the program.

In our first year of having an online job board we have:
- *699 Registered Employers*
- *366 Registered Students*
- *100+ active job/internship postings at any given time*

The overall status of our website:
Looking at website traffic from March of 2013 to March of 2014:

Statistics for our Jobs page which provides links to sites that can further help students find jobs and internships.
- *1726 page views/143 per month*
- *1141 were unique views*
- *Average time spent on page was 1:42*

JobZONE Page:
- *1991 Page Views/165 per month*
- *1532 were unique views*
- *Average time spent on page was 2:43*
- *46% of the visitors made an account*
  - *66% Employers*
  - *33% Students*

Career Center Home Page:

- *3885 Page Views/296 per month*
- *3150 were unique views*
- *Average time spent on page was :59*

Overall the impact on our program is that this is another feature that drives traffic to the center and raises awareness of our services. Given another year of data will help better target content on the site to increase traffic and time spent on the site.

Service Area Objectives: Next Year

Describe the Service Area Objectives for next year:
Service Area Objective
Activities to be Conducted
Assessment Measures
Why this was selected

SAO for 2014 - 2015:

- *JobZONE growth over 13'-14'*
- *If awarded, working with the WFSN Grant to help low income students find internships*
- *Further developing Majors 2 Careers to help link Instruction and Career Services.*

Activities:

- *Monitoring the jobZONE through Google Analytics to detect patterns that will help to improve service.*
- *WFSN grant:*
    - *Workshops on where to search for internships, both online and off.*
    - *Workshop on resume and interest in internship letter, how to contact employer to inquire about an internship/informational interview.*
    - *One on One help with Resumes and Covers*
- *Work with Majors 2 Careers Committee to refine the event based on prior year experience, and explore ways to encourage service learning education in the classroom.*
- *Mention Career Center in faculty Syllabuses.*

Since the online job board component is an important part of connecting students with employers, consistent monitoring of the system is critical to make adjustments that increase the service to students and employers. Also, the WFSN grant and Majors 2 Careers are additional pieces that further connect the classroom with discussion and exploration of careers.

Relationship to EMP Teaching & Learning: *Check any EMP Teaching and Learning Objective that relates to your Service Area Objective*

☐ 1.1 Assess SLOs

☐ 1.2 Flexible course scheduling

☐ 1.3 Professional development

☐ 1.4 Student engagement

☐ 1.5 Facility Planning

Relationship to EMP Completion: *Check any EMP Completion Objective that relates to your Service Area Objective*

☐ 2.1 Connections and outreach

☐ 2.2 Assessment testing

☐ 2.3 Orientation

☐ 2.4 Student pathways

☐ 2.5 100% FAFSA

☐ 2.6 Intentional counseling

☐ 2.7 Basic skills effective practices

☐ 2.8 Mentorships

☐ 2.9 Degrees and certificates

☑ 2.10 Career center

☐ 2.11 Transfer center

☐ 2.12 Monitor student success

Relationship to EMP Community Connections: *Check any EMP Community Connections Objective that relates to your Service Area Objective*

☐ 3.1 Community outreach advisory group

☐ 3.2 Community advisory group

☑ 3.3 Service learning

☐ 3.4 Contract education

Relationship to EMP Global and Sustainable: *Check any EMP Global and Sustainable Objective that relates to your Service Area Objective*

☐ 4.1 Sustainability and Social Justice groups

☐ 4.2 International and University Centers

☐ 4.3 Sustainability in the curriculum

☐ 4.4 Sustainability awareness

Resources: Faculty and Staff:
Describe your new staff needs:
Position Title
FT/PT (%)
Rationale

Increase our 48% Career Resources Aide to 100%.
Rationale:
Our Career Resources Aide has been a permanent employee for 5 months, but has been at the Career Center since April of 2013. In that time, student traffic at the center has grown, especially in the evening on Tuesdays and Wednesdays when she is there until 7pm. In addition, increasing the Aide's hours would increase the center's ability to perform these and other services listed below:
- Increased coverage when the supervisor is out of the office
- More and varied workshops, with additional times and days
- Outreach into the classroom beyond workshops
- Increased face time with employers
- Increased production of center materials
- Ability to keep the employer contact database current both online and internship database

Increased student appointments

Resources: Professional Development: *List your area's professional development needs*
Strong Certification
MBTI Certification

Resources: Equipment: *Describe the equipment you need*
N/A

Resources: Technology: *Describe the technology equipment you need*
N/A

Research Requests: *Describe the research requests you have to assist you in planning and program review*
N/A

Facilities Requests: *Describe facility requests you have*
N/A

Curricular Offerings: *Attach the following TracDat and CurricUNET data on courses*
N/A