

CAREER SERVICES

1. Executive Summary

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Career Services continues to build a strong service for students that aligns and supports the strategic plan. This past review cycle the center enjoyed strong growth with the online job board, began implementing an internship strategy, added a second job fair, and broadened the offerings on our career website. Moving forward, the center will continue to establish recruiting partnerships, develop resources, and support the larger initiative of the integration of career and instruction through internships, workshops, and class presentations.

2. Program Context

1. Mission: How does your program align with the college's mission? If your program has a mission statement, include it here.

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 help 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.

2. Program Description

Career Services assists students in developing and carrying out both short and long-term education, employment and career goals. Career Services are open to anyone who needs assistance with making career decisions. Educational and occupational information is available to explore at a student's own pace. Our resource materials include career information that describes duties, responsibilities, future career trends, and salary ranges; college catalogs, and transfer information.

Additionally, college success and other career classes offered by the Counseling Department assist students to explore career options. These courses are Career 137, 401, 407, and 430. Computerized programs with comprehensive demographic information and assessment tools are also available.

We provide events that bring together employers, students, and staff such as Job, Internship, and Career Fairs. We also assist students and recent graduates with Cooperative Education internships, workshops and personalized appointments in resume writing, interview preparation, and job search techniques.

3. Community and Labor Needs

N/A

3. Looking Back

4. Major Accomplishments:

Our major accomplishments last year include:

1. Having gone live in March of 2014, our online job board, JobZONE is now almost two-years old. In this time, the participation of both employers and students has risen substantially. Employer participation over the last year (meaning registered and active employers), has grown from 700 to 1800, which is an increase of 157%. Likewise, student registration has grown from 400 to 900 which is an increase of 125%.

2. The Career Center began to focus on bringing more internships for students on campus. The goal is to offer, as much as possible, avenues for students in CTE and degree programs to gain some practical experience during their program. Students offered internships will also enroll in Co-Op to document learning and set goals for the internship. In addition, it will also help relieve the burden on the employer of liability and allow the student to pick up some transferable units as well. The goal is to have at least three avenues to employers that compliment our various programs by the end of the fall 2015 semester.

Currently, we have established direct connections with:

Meryl Lynch: Financial Planning, and Office Experience

Nordstrom's: Back office, Fashion Design

Restoration Hardware: Interior Design, Back Office

NFL Alumni Association: Back Office, Fundraising, Event Planning

3. We continue to see growth with attendance by employers at our job fairs. In fall of 2014, we added a second fair hoping to increase job access for students during the holiday season and entice employers who didn't attend the spring event. The possibility that we could lower our attendance at the spring event was present, but we felt it was worth the risk. Holding two events a year turned out to be incredibly successful. Our attendance by employers which averaged 47 participants, increased for each event to 63 participants for an increase of 34%. In addition, we received over 80 requests from employers to attend each event. Unfortunately, we had to turn away employers due to the lack of space. Student attendance has held steady at an average of 222 students per event.

4. We added over 70 new links to careers on our website under the "Choosing a Major" area. These links describe what a student can expect to do with a given major and also provides information to complementary careers that can be pursued with the same major. The site also provides links to expected salary, growth, associations, and schools offering the major.

5. Impact of Resources Allocation:

The Career Center had no new resource allocations for last year.

4. Current State of the Program

6.A: State of the Program - Observation:

As the Career Center settles into its third year, we have built a center that is constantly growing in the number of students that are being served, the services offered, and the creation of large scale events that bring both internal and external communities and students together. However, there are challenges associated with this growth from student and campus awareness, to better coverage of center hours. Below is a summary of our strengths and challenges.

Strengths

Students Served

We are getting better at tracking students with the SARS TRAK system and now have a better idea the number of and reasons why students are coming to visit.

2014-2015 Total Students Served = 1279

2014 -2015 Total Drop-In = 565

Advising = 289

Interview Help = 4

Job Search = 87

Personal Career Info, Counseling, and Assessment =117

Resume Development = 68

2014 - 2015 Appointments =390

Career Advising = 101

Interview Help = 12

Resume & Cover Letter Development = 267

2014 - 2015 Workshop Attendance = 324

In class workshops = 14

Students Attended = 198

Stand alone = 12

Students Attended = 126

Job Fairs

From discussions with employers we are one of the few community colleges in the area that are able to attract 60+ employers consistently to each event, and the main reason for that is student participation. While student participation holds steady semester over semester at an average of 225 students, it can be noted that employers consistently remark about what good student turnout we have. One of the reasons for our turnout is that more than a third of the turnout can be attributed to the counselors bringing their career classes to the event.

The fall 2014 and spring 2015 job fairs saw close to 600 attendees. Of those, 370 returned their lunch tickets with our survey on it. We subtract the number of returned tickets from the total number handed out.

The students were asked what their overall experience of the job fair was.

Excellent - 39%

Very Good - 34%

Good - 16%

No Response - 12%

Majors 2 Careers

Since our first event in the spring of 2014, Majors 2 Careers has seen steady growth from both faculty, employer, and student attendance. In addition, we were asked by Rita Jones of Career Cafe to submit an outline of our event along with pictures for a webinar they held to highlight their Major2Career project on Career Cafe. Further, Susan Boes at Cabrillo College had heard of our event and is planning an event for their school based off of this idea.

Challenges

Growing a campus internship program

This is a challenge for the center due to current staffing limitations. While headway is being made in this area it is an ongoing and long term goal. However, the possible addition of some counseling time devoted to career will be welcome, as will plans to jump start our connection and relationship with internship friendly employers. Details of which are outlined in the planning section of this report.

Tracking event attendance

Our current system of tracking attendance; lunch tickets returned vs total number of tickets distributed gives us a fairly accurate picture, but there is always room for improvement. For example, ASCC uses inexpensive wireless handheld scanners to track students by scanning

student body cards and importing the data into an excel database. We will be purchasing two of these scanners before our next two events in spring 2016.

Promoting the Center

This is an ongoing challenge not unique to just the Career Center. While we do great at creating marketing and advertising materials to promote the centers services and events, the recent 66% increase in printing costs for the materials we utilize through the Central Duplicating Center has impacted our ability to stay within budget to promote at previous levels, thereby limiting our reach.

6.B: State of the Program- Evaluation

Expanding the variety of our workshop offerings that enhance support services we already provide will strengthen the center.

One of the workshops that we would like to develop and offer is one on the job search, because we see so many students who don't know what tools are out there to help them and also don't know how best to use job search engines to get the information they need to apply for a position.

Another workshop that we think would be beneficial to our students is one on professionalism in the workplace, which would focus on how to interact with co-workers. Employers want new workers to be responsible, ethical, team oriented, and to possess strong communication, interpersonal, and problem solving skills.

In addition to new workshops, another area that would improve the program would be to increase the Career Resources Aide position from part-time to full-time. Increasing the position to full-time would at a minimum, allow full coverage of the center with little or no down time from the perspective of students. The hours currently approved for the position are not sufficient to cover the times when I must be away at meetings, presentations, and workshops. Further, a full time position also would allow for greater flexibility in services. Finally, at part-time, the position does not provide a living wage and as such, scheduling involves working around another position the Aide will probably have and who's hours may at times not sync ideally with the center. I plan to put in a request to move the position to full-time in the fall of 2016.

An increase in the center printing budget to first year levels as printing costs have risen 66% in some cases, we deliver more workshops which increases printing needs as will other workshops planned for development.

7.A: Current SAOs and SLOs

SAO

Implement and promote an online job board for students and employers.

Add additional resources to the Career Center Website.

SLO

List 3 important things to do to prepare for an interview

List 3 things to include on a resume

On average, how many examples should you put into a cover letter?

7.B: SAO Assessment Plan:

We use Google Analytics to monitor certain pages on our career website and compare the data year over year to help us plan new content and change our current offerings.

Pages monitored currently:

JobZONE Page

Jobs Links Page

Career Center Home Page

We will be adding a few more of our pages that have been added since the last review cycle to this data for the next review cycle.

7.C: SAO Assessment Results and Impact

The assessment data below shows large growth across all areas surveyed, as well as for the site as a whole. Our job links page which has links to other job and internship sites, while showing good growth, was actually down slightly in monthly traffic. This could be attributed to the addition of our own job board. I believe that freshening the links, adding new links, and marketing the page to students will turn this around. Overall, the data shows a very healthy website. Future reviews will focus on newer additions such as our resume creator and interview practice pages as this data will be important to track to see if more marketing is needed.

1. Career Website traffic since last review cycle:

a. Career Website Page-view Totals:

Last Review Totals	Current Review Totals	Percentage Increase/Decrease
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7,272	30,278	316%
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b. Unique Views:

Last Review	Current Review	Percentage Increase/Decrease
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5,283 24,433 362%

2. Career Home Page

a. Home Page Totals

Last Review Current Review Percentage Increase/Decrease

3,885 8,889 128%

b. Unique Views

Last Review Current Review Percentage Increase/Decrease

3,150 7,300 131%

3. JobZONE Page

a. JobZONE Totals

Last Review Current Review Percentage Increase/Decrease

1991 4623 132%

b. Unique Views

Last Review Current Review Percentage Increase/Decrease

1532 3708 142%

4. Jobs Links Page

a. Jobs Links Totals

Last Review Current Review Percentage Increase/Decrease

1726 3121 80%

b. Unique Views

Last Review Current Review Percentage Increase/Decrease

1141 2213 93%

5. Traffic Totals Per Month

Page	Last Review	Current Review	Percentage Increase/Decrease
Career Site	604	1,316	118%
Home Page	296	404	36%
JobZONE	165	210	27%
Jobs Links	143	142	-0.70%

7.D: SLO Assessment Plan:

These SLO's measured students learning of content from workshops using pre/post surveys. Students were given the survey at the beginning and end of the workshop.

7.E: SLO Assessment Results and Impact

The Career Center presented its Resume and Cover Letter Workshop to 285 students in this review cycle and overall, students retained the information presented in reference to the survey questions.

However, student learning and retention for the cover letter part of the workshop shows a much lower percentage of increase for those who were able to answer yes to the question asked.

In addition, while the number of no answers in the post survey reduced by almost 50%, the percentage of students that did not respond to the question at all was 25%. What this suggests is that we are not spending enough time on the material, and/or what we are presenting is not clear. Since we will be using these SLO's during the next review cycle, changes in both time and clarity made to the workshop should improve student learning.

SLO Survey Questions:

List 3 things to include on a resume?

How many applicable skill examples should you put into a cover letter?

Below is the data from the surveys

5. Looking Ahead

7.F: SAOs and SLOs for the Next Review Cycle

SAO for the next review cycle

Expand internship offerings and Co-Op opportunities for students by hosting a spring Internship Fair.

The intended goal of the event will be to bring together employers and students for internships that complement the students' major, certificate, and or career exploration. In addition, more opportunities for students to earn transfer credit may also exist.

SLO's for next review cycle

SLO's will remain the same for this cycle to see if changes made to the cover letter workshop allow for better retention and understanding on the part of students.

List 3 things to include on a resume.

How many examples should you put into a cover letter relevant to a job announcement?

9. Program Improvement Initiatives

N/A