I. Department Mission Statement

The Chico State Career Center assists students and alumni through all phases of career development to bridge the transition between the academic environment and the world of work.

Global Goals

1. Promote and provide extraordinary professional accessibility and highly effective services to students and alumni through (Strategic Priority #1, #3, #4).
   • Individual career counseling and advising services.
   • Class, club, and community presentations.
   • On-campus recruiting for full-time and internship positions.
   • Career fairs.
   • Drop in advising.
   • Job and internship listing services.
   • Comprehensive career selection assessment programs.

2. Serve the hiring needs of employers by providing outstanding internship and career placement services through (Strategic Priority #1, #3, #4, #5).
   • Well-organized and effective on-campus recruiting.
   • Affordable and well-attended career fairs.
   • Free job listing services.
   • Excellent customer service.
   • Promotion of campus academic programs and departments.
   • Providing access to campus clubs, organizations, and interested faculty.

3. Provide leadership to the University in the area of career development, internships, and placement by partnering with faculty, support services, and other university programs. (Strategic Priority #1, #2, #4, #5).

4. Stay in the vanguard of rapidly changing technologies by researching and adopting appropriate solutions. (Strategic Priority #1, #3).

5. Administer an active and assertive program of financial development as an avenue to encourage corporate donations. (Strategic Priority #1, #5).
6. Continually evaluate current services for relevance and effectiveness. (Strategic Priority #1, #2, #3, #4, #5).

II. Career Center Accomplishments & Bench Marks 2011/2012

1. Career Center Internship Sponsorship
Jodie Rettinhouse and Kate Buckley wrote a proposal to Kohl’s Department Stores to become the sole sponsor of the Career Center internship program. The $5000 sponsorship included salary for one intern, professional attire for each intern, signage, professional notebooks and money for trainings. Kohl’s ended up hiring one of the Career Center Interns into their Management Trainee position and was very happy with their sponsorship. We have submitted this proposal again for a 2012/2013 sponsorship.

2. Increased the Total Number of Job Reports
This has been a focus for us this year and the staff has intentionally worked harder to further solicit job and grad school offers. Each advisor has been particularly diligent with the students they have worked with, along with an increase in hiring, producing significantly higher job reports. Front Desk staff made 1,595 follow up calls to graduating students registered with us and as a result were able to gather 242 job reports in addition to the reports received by email.

- 53% increase 11/12: 448 10/11: 292

3. Increased Our Online Presence, by Further Developing Both Linkedin and Facebook Career Center Pages
- Linkedin – 141% increase 11/12: 1,565 connections 10/11:650 connections
- Facebook – 60% increase 11/12: 645 likes 10/11: 403 likes

4. Instituted Mandatory Student Card Swipe System
   - Student Participation Results
     - 34% overall increase: 11/12: 11,093 10/11: 8,277
     - 59% increase (fall): fall 11: 5,296 fall 10: 3,339
     - 16% increase (spring): spring 12: 5,797 spring 11: 5,004

5. Website Hits, 10/11 Compared to 11/12
   - 76% increase 11/12: 242,678 10/11: 137,885

6. Database Hits (JobCat: Password Required)
   - 11/12: 88,966
   - 10/11: 122,656
   - 27% decrease (note: 10/11 Career Center was able to extract Student Employment hits and in 11/12 transitioned to a new database, CSO).

7. Workshops Delivered: Classes and Clubs
   - 11% increase in total presentations/workshops.
   - 19% increase in student attendance.
     - 11/12: 256 presentations/workshops: 7,497 students.
     - 10/11: 231 presentations/workshops: 6,315 students.
8. Registrants/Users
   • 34% increase
     o 11/12 total registrants: 10,872
     o 10/11 total registrants: 8,085

9. Individual Student Advising Appointments by Professional Staff (not including drop-in appointments)
   • 31% increase
     o 11/12: 3,697
     o 10/11: 2,823

10. Individual Student Drop-in Appointments With Professional Staff
    • 4% increase
      o 11/12: 3,017
      o 10/11: 2,903

11. Total Student Contact Appointments With Professional Staff
    • 17% increase
      o 11/12: 6,714
      o 10/11: 5,726

12. Companies/Organizations Interviewing Through On-Campus Recruiting Using Our Database
    • 1% increase
      o 11/12: 114
      o 10/11: 113

Survey highlight: 99% of respondents rated the Career Center operation as either “outstanding” or “above average” compared to Career Centers at other universities where they recruit.

13. Individual Student Interviews Through On-Campus Recruiting Using Our Database
    • 24% decrease
      o 11/12: 602 students interviewed
      o 10/11: 793 students interviewed

Note: These interviews do not take into account the 130 employers who filled their own schedule at one of the six career fairs or general job posting.

Survey highlight: 84% of employer respondents rated academic curriculum at CSU, Chico as either “outstanding” or “above average” compared to other universities where they recruit.

14. Companies/Organizations Participating in Career Center Sponsored Career Fairs
    • 9% increase
      o 11/12: 329
      o 10/11: 303

    • NOTE: This now includes the two All Majors Fairs, the two Business, IT, and SAP Fairs, the Graduate School Fair and the Education Fair.

15. Etiquette Dinner (Spring 2012)
    Conducted the third annual campus-wide Professional Etiquette Dinner with 250 students and staff in attendance; this was an extraordinary success. We retained a professional speaker and secured $6,000 in donations to fund this wonderful event. We plan to do this every spring and complement this program with a Networking Social Seminar each fall.
16. Professional Networking Social (Fall 2011)
Conducted the second annual campus-wide Professional Networking Social in Colusa Hall. We were able to double the number of student attendees from 100 in 200 and 20 faculty and staff; this was an extraordinary success. We retained a professional speaker and secured $3,000 in donations to fund this wonderful event. We plan to continue to host this every fall due to the need for these critical soft skills.

17. Continued to Seek Out and Partner With Academic Affairs to Co-Sponsor Academic Classes, Seminars, and Career Fairs
- Ed Shop – Education Department, fall and spring.
- Career Fair Preparation workshop with the School of Education students to prepare for the Educational Recruitment Fair – spring 2012.
- All Majors Career Fair – spring 2012 – Chico Student Success Center.
- Mock Interviews with Child Development Program – fall and spring.
- Career Fair Preparation workshops with the College of Agriculture students to prepare for their career fair. Jodie presented 2-3 workshops.
- Serve on College of Business Student Leadership Council.


19. Alumni Presentations: Kendra collaborated with the Alumni Office to develop a column, “Kendra’s Korner”, in their alumni newsletter “Connected” that provides insight on professional development and career advancement. She has received overwhelmingly positive feedback from her articles and as a direct outcome from this column, was able to host Sheridan Hall, a 1998 Chico grad currently working at Facebook as a Technical Recruiter. He had read the column and asked to come on campus to present to students about his career path.

III. Changes in Policies and Procedures
The 11/12 year was one of little change. We are continuing to hone procedures in our office and operation and feel that the office is certainly heading in the correct direction. The following are areas we have addressed:

- **Requiring for-profit internships to be paid in order to post in our database.** We implemented this change in January 2012.

- **Workability IV Program.** Collaborated with the Accessibility Resource Center (ARC) for WorkAbility IV coordination through the Department of Rehabilitation (DOR). Created training seminars and staff received training to better serve this population of students.
IV. Resources Summary

- Facilities/Equipment
  We sold the electric car to University Housing and Food Service in May 2012 for $500.

V. Program Evaluation for Past Year

Proposed Goals with Results: 2011/2012

- **Increase usage of Facebook and Linked-In for marketing; and Twitter.**
  
  **Result:** We increased our online presence, by further developing both Linkedin and Facebook Career Center pages. We attended a webinar to further learn how to market our social media and make a concerted effort to maintain and update these sites on a regular basis. We are posting and receiving more career articles and jobs to these accounts.
  - Linkedin – 141% increase 11/12: 1,565 connections 10/11: 650 connections
  - Facebook – 60% increase  11/12: 645 likes 10/11: 403 likes
  - Twitter - We are still in the process of working with Twitter to maximize its usage and benefit to students. We do have an account and it is regularly updated; however, this aspect is still a work-in-process. We sat in on a training for Twitter about how to more effectively use the medium.

- **Reevaluate our usage and/or the need for our electric car.**
  
  **Result:** Sold to University Housing and Food Service in May 2012.

- **Host a second annual Networking and Social Seminar as a regular on-going fall event.**
  
  **Result:** Conducted the second annual campus-wide Professional Networking Social with 200 students and 20 staff and faculty; this was a huge success. We retained a professional speaker and secured a $3,000 donation from Southern Wine & Spirits. Again, we were able to collaborate with CADEC to serve mocktails for the event. Plans are already in place to offer this event again in the fall.

- **Begin our Alumni Fee Based Program.**
  
  **Result:** Program put on hold for 2012.

- **Create and initiate our Friends of the Career Center Program.**
  
  **Result:** Created program and fine tuning marketing plan before launching.

- **Create and present a new seminar to educate students on “how to get an international internship and career.”**
  
  **Result:** Ken Naas and Kate Buckley presented new workshops in the fall and spring of 2012.

VI. Ongoing Assessment Efforts

We once again performed several surveys throughout the 11/12 year.

Career Center Office Statistics:
We conducted the following Campus Labs surveys in the 11/12 Academic Year:

- 2011 Grad School Exhibitor Survey (14 respondents)
- Fall 2011 Post Advising Satisfaction Survey (96 respondents)
- Spring 2012 Satisfaction and Learning Outcomes Survey (372 respondents)
Survey Highlights

Satisfaction and Learning Outcomes Survey, Spring 2012
Those surveyed were either “very satisfied” or “satisfied” with the following Career Center services:
- 79.54% - Overall quality of service from Career Center staff.
- 78.57% - Overall quality of the Career Center.
- 79.18% - Hours of operation.
- 84.09% - Electronic resources and online services.
- 71.98% - Electronic communication (e.g., e-mail).
- 61.18% - Quality of job listings (career or internship).

Those using specific Career Center services either “agreed” or “strongly agreed” with the following:
- 83.33% - As a result of the resume assistance I received, I learned techniques to build an effective and competitive resume.
- 72.64% - As a result of the interview assistance I received, I learned skills and techniques for an effective and competitive interview.
- As a result of my on-campus interviews…
  71.05% - I am more confident in my interview skills.
  63.96% - I feel I have more opportunities for an entry level career position.
- As a result of attending a career fair…
  64.77% - I feel I increased my opportunities for a professional career or internship.
  62.82% - I better understand the job market.
- 63.33% - As a result of the professional skills assistance I received, I feel my professional skills are enhanced.
- 50.61% - As a result of the graduate school assistance I received, I feel that I gained the ability to research graduate programs.

Complete results at:
https://www.myinterface.com/csuchico/resources/resource_view.aspx?token=3w8P4achgy117BBeKtauDQ%3d%3d

Satisfaction Survey of Employers, On-Campus Recruiting, 10/11
Employers surveyed rated as “outstanding” or “above average”
- 86% - Candidates as compared to students at other universities where they recruit.
- 84% - Academic curriculum as compared to other universities where they recruit.
- 99% - Career Center operations as compared to other universities where they recruit.

Post Advising Satisfaction Survey, Fall 2011
Those surveyed were either “very satisfied” or “satisfied” with the following Career Center services following their advising appointment
- 100% - Length of time waiting for appointment
- 100% - Quality of information received
- 96.88% - Quantity of information received
- 97.92% - Advisor knowledge
- 98.96% - Advisor helpfulness
- 100% - Advisor friendliness

Grad School Exhibitor Survey, Fall 2011
Those surveyed were either “very satisfied” or “satisfied” with the following
- 78.57% - Overall satisfaction compared with other university graduate school fairs
- 85.71% Satisfaction with communication from the Chico State Career Center

VII. Analysis: What actions need to occur to move the program to the “next level”?

1. Development
Continue to seek avenues to grow our trust and foundation funds which will be critical in continuing, expanding, and moving our programs and services forward. Launch the Friends of the Career Center program.

2. Career Fair Income
Seek to create a consistent and reliable career fair income stream which will fund an advisor position and a good portion of our operating expenses. With our partnership with the business fraternities, we will continue to receive income from six fairs each academic year.

3. Marketing
Continue to concentrate our efforts on marketing to our students for career planning, internships, and career placement. Expand social media efforts. Expand marketing for student attendance at career fairs. It is imperative our students have a clear understanding of our office and services, and this has become more challenging every year.

4. Database
Re-evaluate the effectiveness of our current database, CSO. Look and evaluate alternatives and make the decision to continue using the CSO database or begin the migration to a new database in the spring of 2013.

5. Performance Measures
Continue to seek information from our constituents through tools within Student Voice for the effectiveness of all of our services and our learning objectives. We plan to continue to survey most of our programs for effectiveness for both satisfaction and meeting learning objectives.

6. Alumni Outreach
Continue to outreach to alumni by creating more emphasis for “experienced” positions in our database. Continue to develop the “Kendra’s Korner” column in the alumni newsletter and search out new ways to serve this population.

7. Diversity Efforts
This year we have identified several key areas of opportunity for the Career Center in our 2012/2013 Diversity Action Plan. The key areas include:
- Staff Diversity Training and Awareness – Jodie attended the 1st Annual Diversity Academy on campus in August 2011.
- Internal Assessment
- Event Involvement for Underrepresented Students
- Staff Involvement in Diversity-Related Organizations
- Preventing Discriminatory Hiring Practices of Employers
- Internal Hiring Practices: Professional Staff, Student Interns and Student Assistants
- Ensure Marketing Materials are Inclusive to all Students
Accessibility of Career Assessments
Develop/Improve Relationships with Employers that value Diversity

VIII. Proposed Goals for next Academic Year

1. Implement new online student resources:
   - FOCUS 2 (online assessment tool)
   - Optimal Resume
   - Going Global
3. Continue implementation and development of the WorkAbility IV program through coordination with the Accessibility Resource Center (ARC).
4. Further integrate our interns into the office and services we offer.
5. Continue to develop and implement the JobMob marketing efforts throughout campus.
6. Develop new strategies and processes for continuing to deliver quality services to large numbers of students with less manpower.