I. Departmental 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. Assist the University in attracting, retaining and matriculating students through (Strategic Priority #1, #2, #4, #6)
   a. Providing Career Assessments and Career Counseling early in their college career.
   b. One-on-one appointments to identify career goals and to help build confidence and understanding in how to achieve their goals.
   c. Assisting with Graduate School application processes.
   d. Meeting with the Admissions team to share student success stories and useful placement statistics.

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

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

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

6. Administer an active and assertive program of financial development as an avenue to encourage corporate donations. *(Strategic Priority #5)*

7. Continually evaluate current services for relevance and effectiveness. *(Strategic Priority #1, #2, #3, #4, #5)*

II. Career Center Accomplishments

1. Career Center Internship Sponsorship
   Jodie Rettinhouse and Kate Buckley were successful in getting Kohl’s Department Stores to become the sole sponsor of the Career Center internship program for the second year in a row. The $5000 sponsorship included salary for one intern, professional attire for each of the five interns, signage, professional notebooks and money for trainings. After submitting the proposal again for a 2013/2014 sponsorship, we received the following email:
   
   *Thomas Romero, Manager of University Relations, Territory 3 for Kohl's Department Stores* wrote “...I've said it before and I will continue to do so...the Career Center at Chico State continues to be the most impressive, well-run center that we have the pleasure of working with. Your sponsorship proposals continue to be the example we use to educate others who are interested in building strong partnerships! I've attached a list of the Chico hires from this past year [10 in total].
   
   Keep up the GREAT work and thank you for all that you do to help us find our future leaders!”

2. Completed CAS Assessment
   We worked as an entire Career Center team to complete the CAS Assessment during the spring semester. The CAS Assessment process was a very valuable tool for our office. We met as group on a regular basis and used the assessment as a tool to help us identify what we were doing right and what opportunities we had as an office. Oftentimes as departments we get stuck doing the same things over and over. The assessment process was particularly helpful in setting a departmental standard and helping to identify the “little things” we were missing to take our program to the next level.

3. Contributions to the nurturing of diversity on campus
   The Career Center has its own Diversity Action Plan, which specifically addresses priorities from the campus Diversity Action Plan. For the 2012/2013 year, the Career Center completed the following contributions:
   
   - Held two diversity-related film sessions for the office
     - 12/4/12 - A Hidden America: Children of the Mountains - 20/20 Segment on impoverished children in the Appalachian
     - 1/8/13 - Someone You Know – Violence awareness video
   - Presented to the following organizations that promote diversity:
     - Chico Student Success Center
     - MESA classroom presentation
     - Latinos in Technical Careers student organization
     - VEST (Veterans student organization)
     - Black Leaders on Campus
• Implemented a free online career assessment tool (FOCUS 2) in the fall 2012. Also provided a FOCUS 2 workshop for students through the CCLC.
• Current interns were assigned to promote our Career Center internship program to diversity-related groups and organizations for spring 2013.
• Helped facilitate mock interviews for CSSC and MESA students.
• Jodie Rettinhouse chaired the first ever Re-Entry Student Welcome on campus to help re-entry students feel included and to connect them with on-campus resources.
• Jodie Rettinhouse co-chaired the first ever Transfer Fair for incoming transfer students before the start of the 2012 fall semester.

The Career Center also partnered with the Accessibility Resource Center, Education Opportunity Program, Upward Bound, Educational Talent Search, Cross Cultural Leadership Center, Athletics, Counseling and Wellness Center, MEP/MESA program, Academic Advising Office and the Chico Student Success Center to provide collaborative programming, workshops, presentations and support to meet the specific needs of these student populations.

4. Increased Number of Jobs Posted on JobCat Database
   Career Position – Entry level
   • 72% increase 12/13: 1695 11/12: 987
   Career Position – Experienced
   • 73% increase 12/13: 1081 11/12:624
   Internships
   • 38% increase 12/13: 734 11/12:532
   Student Employment (all types)
   • 42% increase 12/13: 1057 11/12: 743

5. Increased Our Online Presence, by Further Developing Both Linkedin and Facebook Career Center Pages
   • LinkedIn – 62% increase 12/13: 2,538 connections 11/12: 1,565 connections
   • Facebook – 43% increase 12/13: 925 likes 11/12: 645 likes

6. Database Hits (JobCat: Password Required)
   • 21% increase 12/13: 107,710 11/12: 88,966

7. Website Hits
   • 4% increase 12/13: 91,533 11/12: 87,620

8. Registrants/Users
   • 8% decrease
     o 12/13 total registrants: 10,019
     o 11/12 total registrants: 10,872

Although this was a decrease over last year, I still believe it was an accomplishment for our office. With the retirement of our front desk receptionist we lost consistencies with procedures, etc. Additionally we lost another professional staff position to a retirement that was not re-hired. With less staff and consistency, I think an 8% decrease in users was pretty good. However, we have since replaced our receptionist role and I am confident this number will increase for 13/14.

9. Individual Student Drop-in Appointments With Professional Staff
   • 7% decrease
     o 12/13: 2817
Again, we usually would not consider a decrease in the number of students advised an accomplishment, but with the loss of staff position and one advisor on maternity leave, I believe achieving this number was a huge accomplishment. We were able to successfully hire a 60-day temp. advisor to work during Kendra’s maternity leave and I believe that was a huge contributor to this number only decreasing by 7%.

10. Individual Student Interviews Through On-Campus Recruiting Using Our Database
   - 14% increase
     - 12/13: 687 students interviewed
     - 11/12: 602 students interviewed
   Note: These interviews do not take into account the employers who filled their own schedule at one of the six career fairs or via a general job posting.
   Survey highlight: 83% of employer respondents rated academic curriculum at CSU, Chico as either “outstanding” or “above average” compared to other universities where they recruit.

11. Companies/Organizations Participating in Career Center Sponsored Career Fairs
   - 27% increase
     - 12/13: 419
     - 11/12: 329
   *NOTE:* This includes the two All Majors Fairs, the two Business, IT, and SAP Fairs, the Graduate School Fair and the Teacher Recruitment Fair.

12. Etiquette Dinner (Spring 2013)
    Conducted the fourth annual campus-wide Professional Etiquette Dinner with 200 students and 30 staff in attendance; this was, again, a huge success. We retained a professional speaker and secured $6,000 in donations to fund this wonderful event. We plan to continue to offer this even on an annual basis. *(See survey highlights in Section VI. Ongoing Assessment Efforts.)*

13. Professional Networking Social (Fall 2012)
    Conducted the third annual campus-wide Professional Networking Social in Colusa Hall with almost 200 students and 20 faculty and staff; this was, again, a successful event. We retained a professional speaker and secured $3,000 in donations to fund this event. We plan to continue to host this every fall due to the need for these critical soft skills.

14. Academic Affairs to Co-Sponsor Academic Classes, Seminars, and Career Fairs
   - Ed Shop – Education Department, fall and spring.
   - Business, IT & SAP Career Fair co-sponsorship with both business fraternities on campus.
   - Career Fair Preparation workshop with the School of Education students to prepare for the Educational Recruitment Fair – spring 2013.
   - All Majors Career Fair – spring 2013 – Chico Student Success Center.
   - Mock Interviews with Child Development Program – fall and spring.
   - Mock Interviews with the Health Science Program – spring.
   - Career Fair Preparation workshops with the College of Agriculture students to prepare for their career fair. Jodie presented two-three workshops.
   - Serve on College of Business Student Leadership Council.
15. **Alumni Collaboration**
Kendra collaborated once again with the Alumni Office to continue the column, “Kendra’s Korner”, in their alumni newsletter “Connected” providing insight on professional development and career advancement.
Art worked with the Alumni office to have them represented at our spring All Majors Career Fair. Their staff presented alumni pendants to all CSUC alumni recruiting at the fair. This gesture was a huge hit with the employers and a great way to build alumni partnerships with the University.

**III. Changes in Policies and Procedures**

- **Student Employment Office acquisition.** In August of 2012, the Student Employment was moved under the Career Center. We are in the process of merging all reception functions of both offices to make things more efficient and streamlined for the students and our office.

- **EO 1064.** Ken Naas sits on the EO 1064 committee and is still working toward establishing guidelines for campus internship policy and procedures.

- **Workability IV Program.** This program has been put on hold due to a decrease in staff levels at both the Career Center and ARC and difficulties working with inter-agencies. However, as a result of the WAIV program, we have deepened our understanding and relationship with the Department of Rehabilitation the Accessibility Resource Center and will continue to provide excellent service to meet the specific needs of these students. At this point, the formal contract is unnecessary.

**IV. Staff Organizational Chart**

![Staff Organizational Chart]

**V. Program Evaluation for Past Year**

**Proposed Goals with Results: 2012/2013**
• **Implement new online student resources:**
  o FOCUS 2 (online assessment tool)
  o Optimal Resume
  o Going Global

  **Result:**
  Implemented all programs in the fall of 2012. During the academic year, 951 students took the FOCUS 2 online assessment, 3337 students have logged into the GoingGlobal international job database and 1157 students logged into Optimal Resume to create a resume or cover letter.

• **Implement office Diversity Action Plan.**
  **Result:**
  For the 2012/2013 year, the Career Center implemented their Diversity Action Plan and contributed the following:
  • Held two diversity-related film sessions for the office
    o 12/4/12 - A Hidden America: Children of the Mountains - 20/20 Segment on impoverished children in the Appalachian
    o 1/8/13 - Someone You Know – Violence awareness video
  • Presented to the following organizations that promote diversity:
    o Chico Student Success Center
    o MESA classroom presentation
    o Latinos in Technical Careers student organization
    o VEST (Veterans student organization)
    o Black Leaders on Campus

• **Continue implementation and development of the WorkAbility IV program through coordination with the Accessibility Resource Center (ARC).**
  **Result:**
  Although the WAIV program has been put on hold, we are continuing to provide excellent service to students using the ARC. Staff feel more educated about the ARC and DOR processes and are more prepared to help students with disabilities.

• **Further integrate our interns into the office and services we offer.**
  **Result:**
  For the 2012/2013 academic year, interns were charged with giving weekly reports at their internship meetings on the following components:
  1. An interesting JobCat find
  2. Recruiter/Employer activity in the lab
  3. An interesting new discovery
  4. Your own career development update
  5. Individual project report
  These reports significantly added to the personal and professional richness of the internship program and helped the interns develop a global awareness of the Career Center operations and how our services can benefit students (as well as them personally!)

• **Continue to develop and implement the JobMob marketing efforts throughout campus.**
  **Result:**
  We continued to market the JobMob throughout campus. Staff wears the JobMob t-shirts every Wednesday and we “mobbed” students again throughout campus. Students are continuing to respond to this approach and we continue to receive positive feedback about the mob!

• **Develop new strategies and processes for continuing to deliver quality services to large numbers of students with less manpower.**
Result: We developed a “team advising” model to better utilize advisor workloads and to more efficiently serve students. This model resulted in shorter wait times for student to make appointments and a better overall team approach. We will continue to use this model in the 2013/2014 year. We also offered a free, online career assessment, FOCUS2. Students were able to get results from the assessment immediately, which alleviated the wait time to get in to see an advisor. In the 12/13 year, 951 students took the free, online career assessment (FOCUS2) compared with 155 students that took the Myers Briggs Type Indicator or the Strong Interest Inventory in 11/12.

VI. Ongoing Assessment Efforts

We once again performed several surveys throughout the 12/13 year. Please see Career Center Office Statistics for general usage statistics.
We also conducted the following Campus Labs surveys in the 12/13 academic year:

- Spring 2013 Satisfaction and Survey (372 respondents)
- 2013 Teacher Recruitment Fair – School District Survey (27 respondents)
- 2012/2013 Job Report Survey (544 respondents)
- 2013 Etiquette Dinner Survey (70 respondents)
- 2012 Grad Fair Student Survey (63)
- 2012 Grad School Exhibitor Survey (10 respondents)
Survey Highlights

Job Report Survey 2012/2013
In this survey of 544 recent grads (May 2012 and December 2012) regarding employment status, of the respondents that reported having full-time employment (55.15% of respondents) 71.78% reported utilizing the Career Center services either “extensively,” or “moderately,” vs. 28.21% of those employed full-time who reported that they did not use Career Center services. For the students still seeking employment, only 12.96% utilized the Career Center services “extensively,” vs. 26.85% reporting never having used Career Center services.

Student Satisfaction Survey, Spring 2013
Those surveyed were either “very satisfied” or “satisfied” with the following Career Center services:
- 79.78% - Quality of service from Career Center staff.
- 77.55% - Overall quality of the Career Center.

Of the students that used specific Career Center services, the following students were “satisfied” with the following:
- 97.30% - Special events put on by the Career Center
- 90.32% - Mock interviews
- 84.85% - On-campus recruiting program
- 80.95% - Career Center seminars
- 76.58% - Career Center website

Etiquette Dinner Survey, Spring 2013
- 99% of respondents said they felt more confident about their dining etiquette after attending the Etiquette Dinner.
- 100% of respondents said they would recommend the event to a friend.
- 94% of respondents said they felt more confident about how to act in a professional setting after attending the Etiquette Dinner.
- 97% of respondents rated the program content of the Etiquette Dinner as either “Excellent” or “Good”.

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

1. Technology Development
   Modernize technology to streamline the drop-in advising sign in process and possibly implement online appointment setting for students wanting to meet with advisors.

2. Marketing
   Continue to concentrate our efforts on marketing to our students for career planning, internships, and career placement. Re-vamp Career Center webpage and work directly with campus graphics to design professional branding for Career Center events. It is imperative our students have a clear understanding of our office and services, and this has become more challenging every year.

3. Performance Measures
   Continue to seek information from our constituents through tools within Campus Labs 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.

4. 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. Develop partnerships with the alumni office to better serve recruiters who graduated from the University.

5. Career Fair Income
   Seek to create a consistent and reliable career fair income stream which could 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.

6. 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.

7. Diversity Efforts
   Continue our efforts to make the Career Center and Student Employment Office an inclusive, supportive and respectful environment for all students, staff, faculty, alumni and employers.

VIII. Proposed Goals for next Academic Year

1. Implement CAS Assessment findings.
2. Implement Phase 2 of the Placement Data Collection Strategy.
3. Fully implement and combine the Student Employment and Career Center reception areas.
4. Modernize technology to streamline the drop-in advising sign in process and possibly implement online appointment setting for students wanting to meet with advisors.
5. Create an office marketing plan, creating a new office logo and professionally branding all events.
6. Update Career Center website homepage.