I. Departmental Mission Statement

CSU, Chico Mission Statement: California State University, Chico is a comprehensive university principally serving Northern California, our state and nation through excellence in instruction, research, creative activity, and public service. The University is committed to assist students in their search for knowledge and understanding and to prepare them with the attitudes, skills, and habits of lifelong learning in order to assume responsibility in a democratic community and to be useful members of a global society.

Chico State Career Center 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. Meet 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. Seminars and webinars
   f. Drop in advising
   g. Job and internship listing services
   h. 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. Provide 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. First Destination Survey Data
   Working hard to provide the University with meaningful placement data. This data is becoming more and more relevant with the creation of the college scorecard, increased pressure for departments to fundraise and increased attention on placement rates. Presented to CAD in August 2013 to talk about the increased efforts the Career Center is taking to solicit first destination data. Created and implemented the following methods to increase data reported to our office:
   - Created a formalized data collection process which included
     o Development of a survey in CampusLabs to send out to alumni both at graduation and six months out.
     o Development of a survey in CampusLabs to send out to all employers recruiting on campus.
     o Emailing all department chairs and deans to solicit data each fall.
     o Calling all alumni at graduation and six months out.
   - Emailed all department chairs and deans with 12/13 first destination data in January 2014.

2. Implementation of Online Appointment Setting
   In November of 2013, we launched AppointmentPlus, an online appointment setting software. Since the launch of this program, we now have over 42% of appointments set online and the rest set via phone or in person. The students have been very excited about this new feature and we anticipate this number increasing steadily over the next few years.

3. Career Center Internship Sponsorship
   Jodie Rettinhouse and Kate Buckley were once again successful in getting Kohl’s Department Stores to become the sole sponsor of the Career Center internship program for the third 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.

4. College of Business Professional Sales Program Collaboration
   Art Cox worked in collaboration with the College of Business Professional Sales Program to bring new and existing recruiters to Chico State to participate in both the Chico State Sweet 16 Sales Competition in
the fall and the Western Regional Collegiate Sales Competition in the spring. These events brought in students from over 20 different Universities and over 21 employer sponsors. This partnership has resulted in increased employer donations, brought in new employers to recruit at Chico State and has helped strengthen existing employer relations through increased on-campus interviews and class presentations.

5. 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 2013/2014 year, the Career Center completed the following contributions:

- Presented to the following organizations that promote diversity:
  - Chico Student Success Center (CSSC)
  - Cross Cultural Leadership Center
  - MESA classroom presentation
  - Latinos in Technical Careers student organization
  - VEST (Veterans student organization)
  - Hispanic Scholarship Fund Scholar Chapter
  - REACH
  - Educational Talent Search

- Continued to offer a free online career assessment tool (FOCUS 2) during the academic year.
- Current interns were assigned to promote our Career Center internship program to diversity-related groups and organizations for spring 2014.
- Partnered with the CSSC, MESA and REACH programs to bring over 40 students to both the Professional Etiquette Dinner and Professional Networking Social events.
- Helped facilitate mock interviews for CSSC and MESA students.
- Ken Naas served as the moderator for the VEST/SVO Spring Conference.
- Jodie Rettinhouse co-chaired the second annual 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 second annual Transfer Fair for incoming transfer students before the start of the 2013 fall semester.
- Attended the Dream Student Welcome Reception.

The Career Center also partnered with the Educational 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.

6. New Marketing Strategy
Worked with ATEC Design Studios on campus to create a new Career Center logo and updated branding strategy. In the process of re-designing all posters/flyers to update our brand on campus. All designs should be finalized by August 2014.

7. International Career Panel
Hosted a panel of speakers on the topic of international careers. Representatives from the following organizations were either on site at Chico State or speaking virtually via Skype:

- Department of State: Diplomat Steve Browning
- Peace Corps
- Graphic Design company in Italy
- LinkedIn - Sydney, Australia
- Monterey Institute of International Studies: 
8. Increased Number of Career-level Positions Posted on JobCat Database
Career Position – Entry level
• 32% increase 13/14: 2248 12/13: 1695
Career Position – Experienced
• 30% increase 13/14: 1410 12/13: 1081

9. Increased Our Online Presence, by Further Developing Both LinkedIn and Facebook Career Center Pages
• LinkedIn – 24% increase 13/14 3,149 connections 12/13: 2,538 connections
• Facebook – 25% increase 13/14 1,158 likes 12/13: 925 likes
• Twitter – officially launched 2013/2014: 887 followers

10. Website Hits
• 220% increase 13/14: 293,040 12/13: 91,533

11. Registrants/Users
• 32% increase
  o 13/14 total registrants: 13,287
  o 12/13 total registrants: 10,019

12. Individual Student Drop-in Appointments With Professional Staff
• 6% increase (this is our highest amount to date!)
  o 13/14: 2,991
  o 12/13: 2,817

13. Number of Companies Participating in On-Campus Recruiting
• 25% increase
  o 13/14: 119 companies recruiting
  o 12/13: 95 companies recruiting
Survey highlight: 93% of employer respondents rated the Chico State Career Center operations as either “outstanding” or “above average” compared to other universities where they recruit.

14. Companies/Organizations Participating in Career Center Sponsored Career Fairs
• 7% increase
  • 13/14: 450
  • 12/13: 419
• NOTE: This includes the two All Majors Fairs, the two Business, IT, and SAP Fairs, the Graduate School Fair and the Teacher Recruitment Fair.

15. Student Employment Job Postings and Placements
• Part time positions posted on JobCat: 2364
• Number of reported part time student placements: 1024

16. Etiquette Dinner (Spring 2014)
Conducted the fifth 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 $5,000 in donations to fund this wonderful event.
17. Professional Networking Social (Fall 2013)
Conducted the fifth 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.

18. Collaboration with Academic Advising
Co-presented 14 Career Exploration workshops for all undeclared students with the Academic Advising staff. This was a required workshop and a great opportunity to connect with these students and help them with major selection and career exploration. We also partnered with the Academic Advising staff when presenting the Undeclared Advising workshops for students during Wildcat Welcome.

19. Collaborations with Academic Affairs
- Ed Shop – Education Department, fall and spring.
- Business, IT & SAP Career Fair co-sponsor 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
  o Child Development Program – fall and spring.
  o Health Science Program – spring.
  o Chico Student Success Center and MESA programs – fall.
- Career Fair Preparation workshops with the College of Agriculture students to prepare for their career fair.
- College of Business Student Leadership Council – Kendra serves on this council.
- Child Development Advisory Council – Kate Buckley member.
- Professional Sales Competition/College of Business partnership.
- Study Abroad Welcome back presentation – Ken Naas was a co-presenter.
- Internship Process Team – Ken Naas working on the implementation of EO 1064.

20. Collaboration with the Office of Alumni & Parent Relations
We worked closely with the Alumni & Parent Relations office to put on a four-part webinar series. These webinars were presented during the noon hour by our advisors on various professional development topics. They were promoted to both alumni and current students. Additionally, the Alumni Association presented alumni pennants to all CSUC alumni recruiting at our career fairs. This gesture was once again a huge hit with the employers and a great way to build alumni partnerships with the University. Lastly, Megan Odom is now an Alumni Association board member and will work closely with this office to develop collaboration strategies for the upcoming year.

III. Changes in Policies and Procedures

1. Streamlined Reception Process
Combined the front desk reception area for both the Student Employment and Career Center services. We cross-trained all student assistants and staff and adjusted schedules to meet the needs of the office. This change resulted in a more effective and welcoming front reception process for students, staff, faculty and employers.
2. **Online Appointment Setting**
In November of 2013, we launched AppointmentPlus, an online appointment setting software. Since the launch of this program, we now have over 42% of appointments set online and the rest set via phone or in person.

3. **Streamlined drop-in process**
In the fall, we implemented a new system, Wunderlist, to automate our drop in process. When students now drop in to see an advisor, they check in at the front desk and their name then appears on a screen in the lab. This process helps advisors keep an eye on the list and helps the front desk student set accurate wait time expectations.

IV. **Resources Summary**

- **Budget Summary**
  There were no significant augmentations/changes to the budget for 2013/2014

- **Staffing**


![Career Center Organizational Chart]

- **Facilities/Equipment**
  We are currently in the process of refreshing all staff computers. This should be complete by August 2014.
V. Program Evaluation for Past Year

Proposed Goals with Results for the 2012/2013

1. Implement Phase 2 of the Placement Data Collection Strategy.
   
   **Met:** Phase 2 of the plan was implemented this past year. We have completed the following:
   
   - Created a formalized data collection process which included
     - Development of a survey in CampusLabs to send out to alumni both at graduation and six months out.
     - Development of a survey in CampusLabs to send out to all employers recruiting on campus.
     - Emailing all department chairs and deans to solicit data each fall.
     - Calling all alumni at graduation and six months out.
   - Emailed all department chairs and deans with 12/13 first destination data in January 2014.

2. Fully implement and combine the Student Employment and Career Center reception areas.
   
   **Met:** Combined the front desk reception area for both the Student Employment and Career Center services. We cross-trained all student assistants and staff and adjusted schedules to meet the needs of the office. This change resulted in a more effective and welcoming front reception process for students, staff, faculty and employers.

3. Modernize technology to streamline the drop-in advising sign in process and possibly implement online appointment setting for students wanting to meet with advisors.
   
   **Exceeded:** Implemented both an online appointment setting software, AppointmentPlus, and an automated sign in process for our drop in advising hours using Wanderlist.

4. Create an office marketing plan, creating a new office logo and professionally branding all events.
   
   **Met:** Worked with ATEC Design Studios on campus to create a new Career Center logo and updated branding strategy. All posters/flyers have been updated and will be ready to roll out in the fall 2014.

5. Implement CAS Assessment findings.
   
   **Unfinished:** Continue to implement CAS Assessment findings. Several outcomes have been completed, but we are still in the process of completing all assigned outcomes.

6. Update Career Center website homepage.
   
   **Met:** Worked with ATEC Design Studio to completely redesign our homepage. All designs are complete and the site is set to go live in August 2014.

VI. Ongoing Assessment Efforts

1. Survey Highlights
   
   We focused our assessment efforts this year on first destination data collection. We conducted the following Campus Labs surveys in the 13/14 year:
   
   - Summer 2013 Job Report Survey (340 responses)
   - Wildcat Transfer-mation 2013 Student Survey (53 responses)
   - Employer Job Report Survey – May 2014 (98 responses)
   - 2014 May Student Job Offer Reports Survey (176)
   - 2014 May – Dec. Perpetual Survey (300 responses as of 7/1/14)
VII. Analysis: What actions need to occur to move the program to the “next level”?

1. **Technology Development**
   Implement iPads into advising sessions and everyday office processes to increase efficiency throughout the office.

2. **Marketing**
   Launch new marketing campaign to professional brand our office across campus. This includes both signage and our new website.

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 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 partnerships with the alumni office to better serve alumni.

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**
   Re-vamp our current Career Center Partners Giving Program to create more relevance in employer donations and increase our foundation gift funds to continue to support our growing programs.

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. **Re-tool on-campus recruiting program.** Look into the possibility of offering virtual interviews.
2. **Implement a new career assessment to complement our current offerings of the MBTI and SII.**
3. **Complete website redesign.**
4. **Revamp sponsorship program.** Possibly move it to a more a-la-carte program.