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.

Department Goals:
- **Assist the University in attracting, retaining and matriculating students through** *(University Strategic Priority #1 & #6 and Student Affairs Goals #1 & #2)*
  - Providing Career Assessments and Career Counseling early in their college career.
  - One-on-one appointments to identify career goals and to help build confidence and understanding in how to achieve their goals.
  - Assisting with Graduate School application processes.
  - Meet with the Admissions team to share student success stories and useful placement statistics.
- **Promote and provide extraordinary professional accessibility and highly effective services to students and alumni through** *(University Strategic Priority #1 and Student Affairs Goals #1 & #2)*
  - Individual career counseling and advising services
  - Class, club, and community presentations
  - On-campus recruiting for full-time and internship positions
  - Career fairs
  - Seminars and webinars
  - Drop in advising
  - Job and internship listing services
  - Comprehensive career selection assessment programs
- **Serve the hiring needs of employers by providing outstanding internship and career services through** *(University Strategic Priority #4 and Student Affairs Goal #2)*
  - 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
  - Provide access to campus clubs, organizations, and interested faculty
- **Provide leadership to the University in the area of career development, internships, and placement by partnering with faculty, support services, and other university programs.** *(University Strategic Priority #1 #2 & #7 and Student Affairs Goals #1 & #2)*
- Stay in the vanguard of rapidly changing technologies by researching and adopting appropriate solutions. *(University Strategic Priority #1 & #3 and Student Affairs Goal #1)*
- Administer an active and assertive program of financial development as an avenue to encourage corporate donations. *(University Strategic Priority #5)*
- Continually evaluate current services for relevance and effectiveness. *(University Strategic Priority #1 and Student Affairs Goals #1, #2 & #3)*

II. Career Center Accomplishments

**Highlights:**

- First Destination Survey Data increased to over 30%
- Expanded the Career Center Volunteer Team
- Implemented the Premier Partnership Program (sponsorship program)
- Career Center Internship Program sponsored by Kohl’s for 5th year in a row
- Companies/Organizations Participating in Career Center Sponsored Career Fairs increased by 13% (15/16: 614 14/15: 543)
- Partnered with Student Life & Leadership and Alumni & Parent Engagement to put on the inaugural “Adulting 101” Life skills series
- Created a new workshop series “Conversations with an Educator” for students in the teaching credential program
- Put on the 10th annual EdShop one-day seminar for teaching credential students to connect with administrators throughout northern California.
- Continued our College of Business Seufferlein Sales Program partnership
- Completed re-branding of all marketing materials and website for the Career Center
- Held largest career fairs in over 10 years (125 employers in attendance at the Career & Internship Fair and 120 school districts at the Education Hiring Fair)
- Held 7th annual Professional Etiquette Dinner and Networking Know How events
- Partnered with Student Life & Leadership during Summer Orientation to present to both parents (over 1000) and transfer students about Career Center services

**First Destination Survey Data increased to over 30%**

Working hard to provide the University with meaningful placement data, we were able to collect over a 30% response rate from the 14/15 graduates (1460 responses). In addition to emailing and calling each graduate at graduation and six months following, we sent out a mass mailing paper survey. This paper survey resulted in 170 responses and contributed to increasing our overall response rate. 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.

**Expanded the Career Center Volunteer Team**

Now in year two, we had 31 students that participated in at least one event and one student that participated in all 10 events! This group continues to provide the needed support for our events and has provided a confidence-building platform for student volunteers who are nervous about getting involved in career services. This year, we implemented a few social activities to get the volunteers connected to both our office and each other. It was a huge success.

“I found career center staff very friendly and volunteering with them allowed me to know how career fairs work. For students like me, it is a good opportunity to meet with students from other majors and departments. This is also a good
platform to have a chance to speak with employers other than at career fairs and make a lasting impression. Furthermore, it is great place to have fun with people at pizza parties and other events.”

-- 2015/2016 Career Center volunteer

**Implemented the Premier Partnership Program (sponsorship program)**

Created and implemented a new single-tiered sponsorship program. We launched this program in the spring of 2016 and have already confirmed eight sponsors of $2500 each for the 16/17 academic year. The list of sponsors include:

1. Chevron Corporation
2. Foresters Financial
3. Federated Insurance
4. Consolidated Electrical Distributors
5. Cintas Corporation
6. Sedgwick
7. Enterprise Holdings
8. Northwestern Mutual

**Diversity Efforts:**

- Hosted 4 “Brown Bag” workshops for 1st and 2nd-year EOP/SSS/PATH Scholar students
- All student staff attended in-person half-day diversity training on campus
- Attended the Student Veteran Organization spring conference and worked with a team to put on the first job fair for veterans
- Participated in the 4th Annual Wildcat Transfer-mation, to support incoming transfer students
- Participated in the Dream Student Welcome Reception and served as a conference mentor for the Dream conference
- Accessibility Resource Center performed assessment on our office space to ensure physical accessibility for all users
- Partnered with the following organizations that promote diversity:
  - Chico Student Success Center (CSSC)
  - Educational Opportunity Program (EOP)
  - Cross Cultural Leadership Center
  - Mathematics Engineering Science Achievement Program (MESA)
  - Latinos in Technical Careers student organization
  - Veterans Education Support Team (VEST)
  - Raising Educational Achievement in Collaborative Hubs (REACH)
  - Student Support Services
  - PATH Scholars

**III. Changes in Policies and Procedures**

- No significant changes were made during the 15/16 year.

**IV. Resources Summary**

**Resource Allocation:**

- State Support / General Funds
This year we were able to balance our budget. We have again been able to continue to pay for all other OE, travel, training, and the like from our university trust and foundation funds.

- **University Trust Fund**
  We currently have a strong balance in this trust account primarily based on past years’ very popular and well attended career fairs.

- **Foundation Gift Fund**
  We ended the 15/16 year with an account balance of $71,670. With the launch of our Premier Partner Program, we were able to bring in $21,000 in unrestricted funds and $14,000 of restricted funds. We have been able to use these funds for intern wages, conference expenses, speaker fees and the website re-design. With that said, our total income of donation money restricted and unrestricted was $35,000.

**Human Resources:**
We have had a few moves within the department in the last year.
- Donna Deems was hired as our ASA II in Sept. 2015.
- Barbara Johnson was hired as our ASC in Oct. 2015.
- Steve Irving, Student Employment Coordinator, retired in November 2015.

**Facilities/Equipment:**
- Reception area refresh - Submitted proposal to do a redesign of our front reception area to make it more appealing to both students and employers.

**V. Program Assessment of Past Year**

**Program Objectives:**

1. Hire and train two new support staff members.
   - **Met:** Hired Donna Deems as our ASA II in Sept. 2015 and Barbara Johnson as our ASC in Oct. 2015.

2. Implement the California Career Zone career assessment to complement our current offerings of the MBTI and SII.
   - **Met:** Rolled out implementation of the California Career Zone career assessment in the fall of 2015. This has been an extremely valuable assessment tool as it is free, online and provided immediate feedback for students.

3. Complete website redesign (this project has been on hold due to staffing shortages in the CMT) and re-branding of the office front desk reception area.
   - **Met:** Launched our new website in August of 2015 to rave reviews from both students, staff, faculty and alumni.
   - **In process:** Got onto the Student Affairs facilities project list and am waiting approval and prioritization of our redesign.

4. Implement new employer sponsorship program.
   - **Met:** Launched the Premier Partner Program in the spring of 2016. We went from a tiered sponsorship model to single-priced model and already have eight employers signed up for the $2500 sponsorship!

**Ongoing Assessment Efforts:**

**Demographic Reporting**

- **Students:**
  - 13,568 Student/Alumni Users for the 15/16 year
● 4440 student appointments (one-on-one and drop in advising)
● Students met with advisors one-on-one for the following reasons:
  o 31% - Resume and Cover Letter Review
  o 28% - Job/Internship Search
  o 16% - Other
  o 9% - Mock Interview
  o 9% - Major Search/Career Assessment
  o 7% - Grad School Search/Application Assistance

**Student Assessment of Satisfaction, Quality and Student Learning Outcomes**

We conducted the following surveys using Campus Labs in the 15/16 year:

a) Career Center Learning Outcomes Survey, Spring 2016 (60 respondents)
b) Student Job Report Survey (734 respondents – ongoing)
c) Employer Job Report Survey (345 respondents)
d) Etiquette Dinner Survey, Spring 2016 (60 respondents)
e) Networking Know How Survey, Fall 2015 (30 respondents)

**Outcomes**

- **Career Center Learning Outcomes Survey, Spring 2016**

For a three week period during the spring semester we surveyed each student that came to meet with an advisor for a one-on-one appointment to measure our learning outcomes. The results are below:

  o 89.47% of respondents said they could come up with at least one major or occupation to explore as a result of their advising appointment.
  o 94.74% of respondents said they could identify at least one “next step” of action to help explore a particular major and/or occupation as a result of their advising appointment.
  o 100% of respondents said they were able to identify at least one change to their resume to improve it.
  o 100% of respondents said they were able to identify at least two ways they learned to improve their next interview experience as a result of their advising appointment.
  o 96.43% of respondents were satisfied with their appointment.
  o 98.21% of respondents said they would recommend the Career Center services to a friend.

**Comments:**

“I have been to the career center only a handful of times in my four years at Chico State, but each time is very memorable and extremely helpful. I leave with a new direction to work towards and some ideas to explore which help with my personal growth.”

“I truly appreciated the personal touch during my meeting. Kate was very prepared, she had examined my information beforehand and knew my major/interests. It really saved a lot of time and made the meeting much more productive. It didn’t feel like she was meeting an obligation, she really seemed like she wanted to help and enjoyed helping.”

“Jodie Rettinhouse is an amazing advisor. She has helped me sharpen my skills and build confidence in my application. I would recommend the career center to any and all Chico State students aspiring to be successful.”
“Kendra was so helpful and understanding! The staff who checked me in was also polite and I was happily greeted by all those in the center.”

“Ken Naas is awesome!”

“The staff was nothing but helpful and personable. I should have used this resource years ago!!”

“Art is awesome, he did an amazing job.”

- **Etiquette Dinner Survey, Spring 2016**
  - 98.33% of respondents said they felt more confident about their dining etiquette after attending the Etiquette Dinner.
  - 98.33% of respondents said they felt more confident about how to act in a professional setting after attending the Etiquette Dinner.
  - 100% of respondents rated the program content of the Etiquette Dinner as either “Excellent” or “Good”.

  **Comments:**
  “It was the best $10 I have ever spent on myself. The food was excellent and the opportunity to learn etiquette among peers was priceless.”

  “I’m so grateful for having the opportunity to attend the dinner because I had no knowledge of how to eat properly in a professional setting. The main manners I obviously know but the rest of the rules at the dinner I had no idea. I hope with what I learned I take in and use it one day when I go on a group dinner with my high ups and impress them.”

  “The content was great! Very informational and exceeded my expectations for the evening.”

- **Networking Know How Survey, Fall 2015**
  - 93.33% of respondents learned how to professionally interact in a social business setting after attending the Networking Know How event.
  - 90% of respondents learned appropriate topics of conversation for a social business setting after attending the Networking Know How event.

  **Comments:**
  “Extremely helpful!”

  “There was time for both mingling and the program by Rosalinda. I liked how Rosalinda broke up her presentation by allowing time to mingle in between.”

  “She was very informative about what to do at interviews and what not to do.”

- **First Destination Data Outcomes**
  **CSU, Chico**
  We received just over a 30% response rate from the 14/15 graduates. We emailed them a survey at both their graduation and six months following and called each graduate that did not respond to the survey. Of these responses:
• 71% Either employed full time or enrolled in grad school (59% Employed full time, 12% Enrolled in grad school)
• 14% Still seeking employment
• 14% Employed part time
• <1% Other

National data
According to the National Association of Colleges and Employers – First Destinations for the College Class of 2015 http://www.naceweb.org/job-market/graduate-outcomes/82-percent-of-class-of-2015-employed-or-in-grad-school/
• 76% Either employed full time or enrolled in grad school (58.4% Employed full time, 17.7% Continuing education)
• 16% Seeking/Not Seeking
• 6% Employed, part time
• 2% Other

VI. Analysis
In analyzing the objectives and assessment outcomes from this past year, the following is a summary of the issues and services requiring more strategic consideration in the next academic year.

Career Center Learning Outcomes
The Career Center continues to see an increase in student one-on-one appointments. This past year our advising appointments increased by 8.5% from 3027 to 3285 appointments during the academic year. Since this is both our most utilized and labor-intensive service, we decided to assess student learning during these appointments to ensure this offering is continuing to meet the needs of the students. The results were overwhelmingly positive and the individual written responses were further evidence that we need to continue to offer this service... and possibly expand our offering. Students are leaving their appointments more confident and prepared. Because this service is currently meeting both students’ needs and our SLOs, we will explore ways to increase our offering by looking into the possibility of offering virtual appointments.

Etiquette Events
In assessing these events, it is clear students are leaving them more prepared and confident to enter the professional world. We will continue to offer these events and work to include more faculty and staff on campus to further the impact on our campus community.

First Destination Data Outcomes
Chico State has fallen behind in both average starting salary for new grads and in the percentage of grads employed full time after graduation. We have continued to expand our surveying efforts, but now need to develop an assessment to find out why our grads are employed at a smaller % than the national average.

Service Usage:
In assessing our usage statistics, both our seminar attendance and drop-in advising numbers are down significantly. We will develop ways to measure the effectiveness of these services in the coming year to see if we want to replace them with new offerings.

VII. Program Objectives for Next Academic Year
1. Have a staff member assigned to create an assessment plan for the department to streamline our assessment process.
2. Explore the possibility of offering virtual appointments and live chat sessions.
3. Develop a plan to increase outreach to students in their first and second year to help with their major identification and selection process.
4. Continue to offer professional etiquette events on campus and further develop partnerships with students in our on-campus support programs (CSSC, EOP, SSS, PathScholars, CCLC, MESA) to increase their event attendance.
5. Assess student learning outcomes for students participating in our drop-in advising sessions.