

Proposed Goals 05/06

Career Planning and Placement Office

1. Diversity Outreach:

Continue the marketing efforts of this office to ethnically and culturally diverse organizations on campus. In this, the second year of this effort, we seek to market Career Center Services and enhance relationships with these targeted groups of students.

Measurable Criteria:

Success would be to make contact with 100% of our identified groups and offer presentations to all interested.

2. First Year Experience Support:

To continue to support the First Year Experience by again marketing class presentations to all Univ Life 01 and 02 instructors regarding career issues, services, and how to best prepare for graduation.

Measurable Criteria:

To give to at least 18 class presentations during Fall 05.

3. Job Postings for Graduates and Alumni:

Continue the process to streamline the CPP job posting services for companies and organizations interested in hiring graduates of CSU Chico. This will result in easier access to the CPP database by companies and a simpler and more straightforward approach to listing jobs. This effort will include the enhancement of the web site and will take advantage of our recruiting software upgrades to ultimately make companies more comfortable and confident in this process.

Measurable Criteria:

To have a usable specific process defined on our web site in a clear and obvious location.

Ultimately the best result will be more company job listings and less reliance on emailing jobs.

4. Corporate Development Recognition:

Retool Development Recognition Program to make company donations “value-added” through use of the following:

- Create a recognition tool for longevity giving (those companies donating over \$500 each year).
- Market our semi-annual “Placement Partner’s Week” campaign to both donors and non-donors.
- Increase awareness of interoffice sponsorship opportunities by putting up signage or recognition material in strategic locations in the office.
- Incorporate the new career fair module fundraising opportunities.
- Include a donor recognition page in our placement manual.

Measurable Criteria:

To produce a succinct corporate marketing package outlining donor options and the resulting university exposure and recognition through our office.

5 . New Department Name:

Explore the feasibility of a new and updated office name before moving into the new Student Services Building.

Measurable Result:

To be prepared with all printed, promotional, and signage at the time of move-in to the new office. This will also be in conjunction with a marketing and promotional campaign to celebrate the new building.

6 . Collaboration with Academic Affairs:

Enhance relations with the Organizational Communications Department by co-sponsoring the 2nd annual “CareerShop.” Help market this one-unit class to students and coordinate employer involvement and sponsorship which enrolled 130 students in Spring 2004.

Measurable Goal:

To enroll 150 students, and further this important and positive interaction with Academic Affairs.

Career Planning and Placement Office

Goals and Results 04/05

1. Register all students using services into the office database, Wildcat Recruiting (Erecruiting). In the past, we registered only graduating seniors (usually those participating in on-campus recruiting).

Measurable Criteria:

Simple numbers in the database will measure this success.

Results:

This was initiated and produced an approximate increase of 11% in our total registrants. However, we know we are still missing a substantial number of students who may only use the drop-in services (1,369) or students who only come into the Career Exploration Center (1,832). We simply need to be more diligent this coming year in having ALL students register when using the office services.

2. Market class presentation program to Univ Life 01 and 02 instructors in order to enhance the first year experience and address outreach to diverse populations. Create two presentation packages for this purpose to cover career planning, the career center, to introduce the testing options for majors and careers, and a best practices workshop for graduation preparation as it relates to students marketability in the workforce or graduate school.

Measurable Criteria:

Success would be to present to at least 10 classes.

Result:

We marketed the class to all University Life 01 and 02 instructors and presented to classes on 18 separate occasions to meet and exceed this goal. We believe this is such an important function in supporting and embracing the First Year Experience that we have again placed this as a goal for our 05/06 Goals.

3. Market Career Center services and enhance relationships with Ethnic and Cultural student organizations and programs, and other program with Ethnic populations to increase awareness and support to these populations.

Measurable Criteria:

Success would be to make contact with 100% identified groups or organizations and offer presentations to all interested.

Result:

This goal was accomplished and all identified groups on campus were contacted or at least were attempted to be contacted. We realized the groups, as with many student groups, are somewhat hard to get a hold of and talking to the right person is also a factor. We strongly believe in the service to Ethnic and Cultural Student Organizations and will continue to solicit opportunities to present our office. We will specifically increase our efforts and utilize the organizations' advisors to increase our visibility. This is a goal for the 05/06 year.

This year we accomplished this goal by creating a new student intern position in the office which was funded by a corporate sponsor. This Marketing Intern did a great job and also was valuable in marketing our office in many other areas of the campus.

4. Increase Fundraising Awareness. Increase fundraising goals from \$20,000 to \$24,000. Increase our donation level from last year focusing on smaller donations in which branch offices are able to give without a long corporate approval process.

Measurable Criteria:

To reach the goal would measure success in dollars. Also, we will look at how many new donors we will attain through this added emphasis.

Result:

We met and exceeded our goal this year by 38%. Our goal was \$24,000 and we brought in \$33,670. This is also the highest amount this office has ever generated. Moreover, we had 3 first time donors this year.

5. Implement and streamline a process encouraging corporations and employers to easily post jobs on our “Wildcat Recruiting” database. Currently we email jobs to students and will move to a less labor intensive mode. This will also include a much greater emphasis on Recruiter Services on our web page.

Measurable Criteria:

To account for 75% of our referred companies actually list on our database. This will call for careful monitoring of companies we refer.

Result:

We did not meet this goal in the 04/05 year. In reflection of this goal, we realized the measurable criteria would in effect be that “All Jobs” sent to Chico State would be put on our database eRecruiting and they were not. We simply did not have the infrastructure in place to make this a reality. Our database has just recently launched a “new and improved” job posting system which will streamline this process and in fact give us the true capability to offer this service to our employers. This is an extremely important function for our office to offer our students and employers and will again be a primary goal for the 05/06 year. We still firmly believe this will significantly increase the job opportunities for our students and also enhance our services to the employers all over California.

