

Career Planning and Placement Office

Student Employment Office

Career Planning and Placement 2003-2004 Goals

- 1) Increase involvement in the Alumni Mentor Program. Promote the mentor program to alumni registered in eRecruiting and those registered with the alumni office, resulting in an increase in the number of mentors involved to a minimum of 35 by the end of the year.
Goals: 1,3,4,5
- 2) Formulate and “package” a fee-based alumni services program and prepare for approval by appropriate committee(s).
Goals: 1,2,3,4,5
- 3) Continue fundraising efforts and raise \$20k through the Placement Partners program and eRecruiting sponsorships.
Goal: 5
- 4) Increase Educational Career Fair employer participation from 50 to 80 districts.
Goals: 1,2,3
- 5) Increase All Majors Career Fair employer participation from 54 to 65 employers. Increase student participation from approximately 550 to 600.
Goals: 1,2,3
- 6) Increase Winter Job Fair employer participation from 12 employers in 2002 to again reach for 20 employers in 2003.
Goals: 1,2,3,7
- 7) Increase Summer Job Fair employer participation from 39 employers in spring 2003 to 45 employers in spring 2004.
Goals: 1,2,3,7
- 8) Revise the CSU, Chico majors section on website to reflect all new majors at the university.
Goals: 3,4
- 9) Following a 100 percent increase from the previous year we will continue to market career assessment campus wide to maintain the current level of assessment administrations and establish this increase as the standard.
Goal: 3
- 10) Research the feasibility of new software for Student Employment, and/or the possibility of utilizing eRecruiting, our current system for the On-Campus Recruiting program.
Goals: 1,2,4

11) Plan and implement a back-up system for all major functions in the department, achieved by the cross-training of staff.

Goal: 6

12) Develop an Intern Web CT Training program utilizing Service Learning funds from the Vice Provosts Office to help speed up the learning and reduce the amount of time that staff spends training new interns each year.

Goals: 3,4

13) To implement a new registration system for Education/Credential students in order to increase participation and services which are not centered around the placement file. Incorporate this population into the eRecruiting database system to ultimately increase both services and numbers to our students seeking teaching positions.

Goals: 1,2,3,4,6

Results of Annual Objectives: 2002-2003

1. Continue incorporating the eRecruiting database to utilize it at its maximum capacity for our on-campus recruiting and student employment programs.

The eRecruiting database has been incorporated as our sole registration program for students and corporate recruiters for our on-campus recruiting program. We successfully functioned with the system in both fall and spring semesters and feel strongly it was successful and will be the answer for our future.

We are still in the process of determining if this database has a place within the Student Employment Office and whether it has all the capabilities needed for that office's specific function. This evaluation will continue into the 03/04 year.

Goals: 1,2,4,6

2. Develop an electronic database to replace the current placement file system. Collaborate with the Financial Aid Office to utilize the imaging system and target an implementation date of September 1, 2003.

We have determined that the eRecruiting database sufficiently has all the capabilities to serve as our database for education students and are planning to implement the process in the 03/04 year. With the determination to phase-out the processing of placement files this year, this decision was made more straight forward and cost effective. We now actually feel we can better serve our education student population with eRecruiting than ever before and are very optimistic for the future of this tool.

Goals: 1,2,4,6

3. Raise \$20,000 in the Placement Partners program through increased efforts in corporate development.

We are happy to report that we had our best year ever for corporate donations at \$20,900; meeting our goal. Much credit is due to the implementation of our Placement Partners program, but also credit goes to Jodie Retinhouse and Megan Odom who really understand how to work with our corporate clients.

In reflecting on our recent history of giving in the Placement Office, the average yearly donation for the last three years is \$16,598; which we are perhaps most impressed and

excited about, and look for that average to grow in years to come. This also does not include any gifts of equipment, which has been significant in some years.

Goal: 5

4. Increase Educational Career Fair employer participation from 90 school districts and organizations to 100.

Unfortunately, the California budget crisis and its uncertainty in the spring of 2003, led to a very cautious and slow hiring climate in the education system statewide. Much of the normal hiring in the spring was either curtailed back significantly or postponed completely, until the budget from the state was better understood. Therefore, the spring Educational Career Fair was significantly less attended as we hosted only 47 recruiters. It is also important to note, this was a statewide situation and most education fairs were significantly reduced. We, however, were happy with the districts that did attend and contracts were signed with many students securing positions for the 2003/04 year.

Goals: 1,2,3

5. Increase Liberal Arts and Sciences Career Fair employer participation from 63 organizations to 70 and student participation from 350 to 400.

We increased the Liberal Arts and Sciences Career Fair (and renamed it to All-Majors Career Fair) student participation from 350 to 550 students. Employer participation dropped from 63 to 54 participants; however, with the economy decline this year, we were very pleased with 54.

Goals: 1,2,3

6. Increase Summer Job Fair employer participation from 37 to 45.

The Student Employment Office sponsors an annual Summer and Seasonal Job Fair to connect students with prospective employers. Taking into considerations the state of the current economy in the state of California, we were able to maintain the level of representation at the Job Fair and increase the participation from 37 employers to 39. It is very clear our efforts to promote this event to employers were effective and we anticipate meeting or exceeding our goal of 45 employers for the 2004 Summer and Seasonal Job Fair.

Goals: 1,2,3,7

7. Create and institute a Winter Jobs Fair with a first-year target number of 20 employers.

The Student Employment Office sponsored the first Winter Jobs Fair on our campus in October of 2002 and employer and student participation were excellent. Twelve employers and approximately 190 students participated in the first annual Winter Jobs Fair and we anticipate an increase in the number of employers to 20 for the 2003 Winter Job Fair.

Goals: 1, 2, 3,7

8. Establish and promote a specific alumni services program.

We have built the eRecruiting database (Wildcat Recruiting) to include 1233 student accounts, these include alumni and current registrants who graduated this spring.

When we have the program fully developed, it will be promoted to expand more aggressively to our alumni.

Goals: 1,4

9. Complete the CSU, Chico majors section on our website with links to catalog descriptions, academic departments, and career descriptions in collaboration with major advisors.

We completed the majors section on our website for the CSUC catalog 2001-2003, in collaboration with department faculty. The majors section features links to catalog descriptions, major academic plans, department home pages, and lists of possible occupations for each major with links to descriptions of the occupations using the Occupational Outlook Handbook, California Occupational Guides and Dictionary of Occupational Titles.

Goals: 3,4

10. Maintain and increase the assessment program participation as listed

- Strong Interest Inventory increase from 94 to 110.
- Meyers-Briggs Type Inventory increase from 67 to 80.
- Self-Directed Search increase from 3 to 10.

We accomplished our goal and beyond by almost doubling participation in the assessment program from 164 to 304.

- **Strong Interest Inventory increased from 94 to 190**
- **Myers-Briggs Type Inventory increased from 67 to 106**
- **Self-Directed Search increased from 3 to 8**

We will use this increased number as the standard for future participation in our career assessment program.

Goals: 1,3

11. Secure funding and hire a regular ASA support position at a minimum of half-time within the Student Employment Office.

As the budget crisis deepens, we are still persisting in this process, however have not secured the needed funding as of summer 03. This is still a definite need and priority for the security and consistency of the office and will continue to be a focus. We are currently looking at taking the funding from a recently vacated position in this office and using that for this position, but are moving slowly until the budget is set around the first of September 2003.

Goals: 1,2,7

12. Establish a network of information sharing with the local community employment agencies (Employment Development Department, Butte County Economic Development Corporation).

We were able to establish a dialog and recruitment parameters with the Butte County Economic Development Corporation. This association will provide a framework for the involvement of students who are starting careers in Butte County. The Consortium agreement between the Employment Development Department and the Student Employment Office was unable to be continued as a result of funding limitations. The Student Employment Office will continue to seek partnerships with local economic agencies to develop job opportunities for students.

Goal: 7