

CAREER PLANNING AND PLACEMENT and STUDENT EMPLOYMENT

Annual Objectives 2003-04

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 thirty-five by the end of the year. (Goals 1,2,3,4,5)
2. Formulate and “package” a fee-based alumni services program and prepare for approval by the appropriate committee(s). (Goals 1,2,3,4,5)
3. Continue fundraising efforts and raise \$20,000 through the Placement Partners program and eRecruiting sponsorships. (Goal 5)
4. Increase Educational Career Fair employer participation from fifty to eighty districts. (Goals 1,2,3)
5. Increase All Majors Career Fair employer participation from fifty-four to sixty-five employers. Increase student participation from approximately 550 to 600. (Goals 1,2,3)
6. Increase Winter Job Fair employer participation from twelve employers in 2002 to again reach for twenty employers in 2003. (Goals 1,2,3,7)
7. Increase Summer Job Fair employer participation from thirty-nine employers in spring 2003 to forty-five 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, the current system for the on-campus recruiting program. (Goals 1,2,4)
11. Plan and implement a backup system for all major functions in the department, achieved by the cross-training staff. (Goal 6)
12. Develop and Intern Web CT training program utilizing service learning funds from the vice provost’s 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. Implement a new registration system for Education/Credential students in order to increase participation and services that 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.

Annual Objectives and Outcomes 2002-03

1. Continue incorporating the eRecruiting database to utilize it at its maximum capacity for our on-campus recruiting and student employment programs. (Goals 1,2,4,6)
The eRecruiting database has been incorporated as our sole registration program for students and corporate recruiters for our on-campus recruiting program. The system successfully functioned in both fall and spring semesters and the unit is in the process of determining whether the database has the capability to function well for the Student Employment Office.
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. (Goals 2,4,6)
The determination has been made to phase out the processing of placement files and to institute the eRecruiting database during the 2003-04 year.
3. Raise \$20,000 in the Placement Partners Program through increased efforts in corporate development. (Goal 5)
Corporate donations totaled \$20,900, due to the Placement Partners program and staff working well with corporate clients. The average yearly donation for the past three years, not including equipment, is \$16,598.
4. Increase Educational Career Fair employer participation from 90 school districts to 100. (Goals 1,2,3)
The spring Educational Career Fair was less attended as only forty-seven recruiters participated. This lack of participation was due to the cautious and slow hiring climate in the educational system statewide due, for the most part, to the state budget crisis. This was a statewide situation and most education fairs were significantly reduced.
5. Increase Liberal Arts and Sciences Career Fair employer participation from 63 organization to 70 and student participation from 350 to 400. (Goals 1,2,3)
The Liberal Arts and Sciences Career Fair was renamed to the All Majors Career Fair. Student participation was up from 350 to 550, however due to an uncertain economic climate recruiter participation dropped from 63 to 54.
6. Increase Summer Job Fair employer participation from thirty-seven to forty-five. (Goals 1,2,3)
The participation of prospective employers increased slightly from thirty-seven to thirty-nine. The economic climate was a factor and it is expected that the participants will increase to forty-five this summer.
7. Create and institute a Winter Jobs Fair with a first-year target number of twenty employers. (Goals 1,2,3)
The Student Employment Office sponsored the first Winter Job Fair on October, 2002. Twelve employers and approximately 190 students participated. There is

an anticipated increase in the numbers of employers to twenty for the 2003 Winter Job Fair.

8. Establish and promote a specific alumni services program. (Goal 1)
The eRecruiting database includes alumni and current registrants who graduated spring 2003. When the program is fully developed, it will be promoted more aggressively to our alumni.
9. Complete the CSU, Chico majors section on our website with links to catalog descriptions, academic departments, and career descriptions in collaboration with major advisers. (Goals 3,4)
This has been completed.
10. Maintain and increase the assessment program participation as follows: Strong Interest Inventory increase from 94 to 110; Meyers-Briggs Type Inventory from 67 to 80; and, Self Directed Search 3 to 10. (Goal 3)
Participation in the assessment program doubled from 164 to 304. This number will be used as the standard for future participation in our career assessment program.
11. Secure funding and hire a regular ASA support position at a minimum half-time within the Student Employment Office. (Goals 1,2,7)
The funding for this position had not been found as of summer 2003. This position is needed but will depend on the finalized budget.
12. Establish a network of information sharing with the local community employment agencies (Employment Development Department, Butte County Economic Development Corporation). (Goal 7)
Established 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.