



Division of Student Affairs

CAREER CENTER
CHICO STATE

Departmental Annual Report
2014/2015

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 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. Local Job Fair

Partnered with Butte College to put on the inaugural Local Job Fair for both Chico State and Butte College students to find part time, internship and career positions in the local area. Secured grant funding from the Butte College Pathways initiative to cover the cost of the event. We had 40 employers and over 650 students and alumni attend. Of the 40 employers, several were on-campus departments hiring for student assistants. This was not only a great event for students and alumni wanting to work locally, but for the community as well.

2. First Destination Survey Data

Working hard to provide the University with meaningful placement data. Under the direction of Lora Ferguson, we were able to collect an approximate 30% response rate from the 13/14 graduates (this is more than double the response rate over prior year). 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. Continuing to follow systems developed last year to collect data and am in the process of working with Institutional Research to store data in their database so it is readily accessible by both faculty and staff.

3. Career Center Volunteer Team

Jodie Rettinhouse initiated, developed, recruited, trained and organized the first ever Career Center Volunteer Team resulting in 33 student volunteers to help out at events. This project was two-fold, one to help staff events and secondly to provide a confidence-building platform for student volunteers who are nervous about getting involved in career services. A special effort was made to reach out to the Dream students to give them an opportunity to build both experience and confidence.

4. 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 2014/2015 year, the Career Center completed the following contributions:

- Career Center staff attended the following trainings:
 - SafeZone Ally training
 - NACE webinar – To Come Out or Not to Come Out (training on strategies for advising LGBTQ students who are deciding whether being out in the workplace is important to them).
 - Vet Ally Training
- Presented to the following organizations that promote diversity:
 - Chico Student Success Center (CSSC)
 - EOP
 - Cross Cultural Leadership Center
 - MESA classroom presentation
 - Latinos in Technical Careers student organization
 - Veterans Education Support Team (VEST)
 - REACH
 - Educational Talent Search
- Current interns were assigned to promote our Career Center internship program to diversity-related groups and organizations for spring 2015.
- Partnered with the CSSC, MESA and REACH programs to bring over 50 students to both the Professional Etiquette Dinner and Professional Networking Social events.
- Helped facilitate mock interviews for CSSC and MESA students.
- Ken Naas attended the VEST/SVO Spring Conference.
- Jodie Rettinhouse chaired the 3rd Annual Wildcat Transfer-mation, an event to support over 300 new, incoming transfer students as part of Wildcat Welcome.
- Attended the Dream Student Welcome Reception and serve as a conference mentor for their upcoming dream conference.

The Career Center also partnered with the Educational Opportunity Program, Upward Bound, Educational Talent Search, Athletics, Counseling and Wellness Center, MEP/MESA program, Academic Advising Office, University Housing & Food Service and the Chico Student Success Center to provide collaborative programming, workshops, presentations and support to meet the specific needs of these student populations.

5. 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 fourth year in a row. The \$6000 sponsorship included salary for one intern, professional attire for each of the six interns, signage, professional notebooks and money for trainings (\$1,000 over prior year).

6. EdShop

Kate Buckley, in collaboration with the School of Education, put on this one day, one-unit teacher prep seminar for 165 credential candidates (a 20% increase over last year). She was also able to bring in 20 superintendent/principal/HR representatives from throughout northern California to serve on a panel and to assist with mock interviews.

7. 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 sales competitions. These events brought in students from over 20 different Universities and over 22 employer sponsors.

8. International Career Panel

Ken Naas and Kate Buckley hosted a panel of speakers on the topic of international careers. Representatives from numerous organizations spoke virtually via Skype.

9. Biology Career Day

Megan Odom collaborated with the Biology faculty to assist in putting on the Biology Career Day which included a small career fair and four employer panels from various industries.

10. Etiquette Dinner (Spring 2015)

Kendra Wright coordinated the sixth 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. This event was co-sponsored by the Associated Students, Enterprise Holdings and E&J Gallo Winery.

11. Professional Networking Social (Fall 2014)

Kendra Wright coordinated the sixth 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. This event was sponsored solely by Southern Wine & Spirits.

12. CSU Career Center Director's meeting

Hosted the director's meeting here at Chico State with representatives from 19 of the 23 CSU campuses in attendance. Discussed best practices and new ways to serve our students.

13. Student Affairs Professional Development Committee

Kendra Wright served as chair of the Student Affairs Professional Development Committee. She led the committee in the planning and coordination of our annual PAUSE conference, SA Meet & Greet, Fall Food Fest and Staff Appreciation BBQ.

14. President's Advisory Board

Ken Naas and Megan Odom presented on Career Center services to the board in February 2015.

15. Increased Number of Positions Posted on JobCat Database

Positions posted:

- 59% increase 14/15: 3578 13/14: 2248

16. Registrants/Users

- 29% increase
 - 14/15 total registrants: 17,180
 - 13/14 total registrants: 13,287

17. Companies Participating in On-Campus Recruiting

Survey highlight: 95% of employer respondents rated the Chico State Career Center operations as either “outstanding” or “above average” compared to other universities where they recruit.

18. Companies/Organizations Participating in Career Center Sponsored Career Fairs

- 12% increase
 - 14/15: 503

- 13/14: 450
- *NOTE:* This includes the two All Majors Fairs, the two Business, IT, and SAP Fairs, the Graduate School Fair and the Teacher Recruitment Fair. Additionally, 40 employers attended the inaugural Local Job Fair in October 2014.

19. Student Employment Job Postings and Placements

- Part time positions posted on JobCat: 1882
- Number of reported part time student placements: 987

20. Collaboration with Academic Advising

Jodie Rettinhouse and Kate Buckley 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.

Additional collaborations with Academic Affairs

- Social Work Day-Long Career Seminar
- Career Fair Preparation workshop with the School of Education students to prepare for the Educational Recruitment Fair
- State Department Visit - During these visits, meetings were scheduled with faculty and class presentations were scheduled in numerous academic departments.
- Co-sponsor the Business, IT & SAP Career Fairs with both College of Business professional fraternities.
- Mock Interviews – collaborated with the following departments to bring in employers to mock interview their students.
 - Child Development
 - Chico Student Success Center
 - MESA
 - Social Work
- Career Fair Preparation workshops with the College of Agriculture students to prepare for their career fair.
- Child Development Advisory Council membership
- Study Abroad Welcome back presentation
- Internship Process Team – Ken Naas working on the implementation of EO 1064.
- Sociology department - mock career fair
- College of Business Student Success Center - offered professional development workshops for students in the COB.
- International Career Module - Asian Studies department
- *A total of 114 class/club presentation were delivered during the 14/15 academic year.*

III. Changes in Policies and Procedures

No significant changes were made during the 14/15 year.

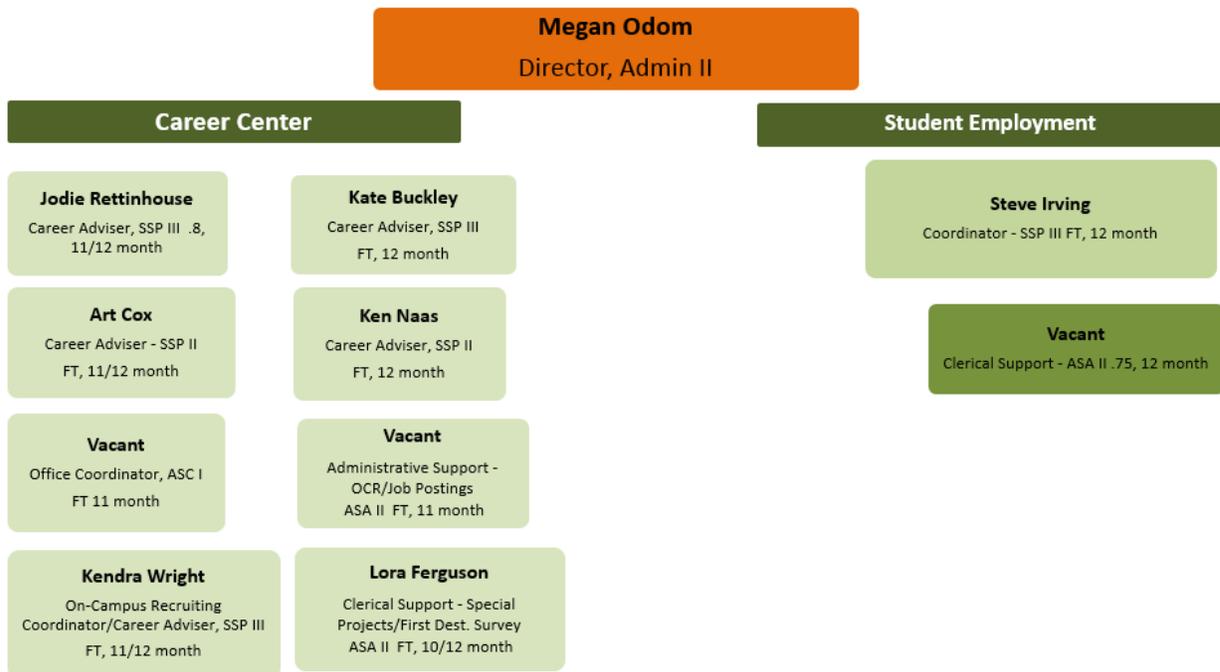
IV. Resources Summary

• Budget Summary

There were no significant augmentations/changes to the budget for 2014/2015.

- **Staffing**

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- **Facilities/Equipment**

Computer refresh - We are currently in the process of refreshing all lab computers. We were able to refresh half of the lab computers in January 2015 and will refresh the others in July 2015.

Photo booth – We were able to purchase a photo booth with the generous donation from one of our employer partners. We plan to use this at events on campus and for students to take pictures when they come in the office to report their offers.

V. Program Evaluation for Past Year

Proposed Goals with Results for the 2014/2015

1. Re-tool on-campus recruiting program. Look into the possibility of offering virtual interviews.
Met: Made necessary changes to the on-campus recruiting program, eliminating the need to make last minute changes to employer interview schedules. Purchased a virtual interview software, InterviewStream, and soft-launched it in the spring 2015. Planning to offer virtual interviews to employers in 15/16. **(Strategic Priority #3)**
2. Implement a new career assessment to complement our current offerings of the MBTI and SII.
Met: Identified California Career Zone as our free “assessment of choice” and promoted it to students “unofficially” during the spring 2015. We plan to make this the assessment of choice for the 15/16 year. **(Strategic Priority #1)**
3. Complete website redesign.
Unmet: This project was put on hold due to a staffing shortage in the Creative Media Technologies department. We are hopeful the re-design will be completed by September 2015. **(Strategic Priority #3)**

4. Revamp sponsorship program. Possibly move it to a more a-la-carte program.
Met: The Premier Sponsors program was developed and is ready to launch for the 15/16 year.
(Strategic Priority #5)

VI. Ongoing Assessment Efforts

1. Surveys

We conducted the following Campus Labs surveys in the 14/15 year:

- Spring 2015 Student Satisfaction Survey (471 respondents)
- 2014/2015 Student Job Report Survey (739 respondents – ongoing)
- 2014/2015 Employer Job Report Survey (134 respondents – ongoing)
- 2015 Etiquette Dinner Survey (36 respondents)
- 2014 Wildcat Transfer-mation (128 respondents)

2. Survey Highlights

a) Etiquette Dinner Survey, Spring 2015

- 91.67% of respondents said they felt more confident about their dining etiquette after attending the Etiquette Dinner.
- 88.89% of respondents said they felt more confident about how to act in a professional setting after attending the Etiquette Dinner.
- 88.89% of respondents rated the program content of the Etiquette Dinner as either “**Excellent**” or “**Good**”.

Complete Results at <http://www.csuchico.edu/careers/documents/2015-etiquette-dinner-survey.pdf>

b) Student Satisfaction Survey, Spring 2015

Those surveyed were either “**very satisfied**” or “**satisfied**” with the following Career Center services:

- 79.18% - Quality of service from Career Center staff.
- 83.75% - Overall quality of the Career Center.

Of the students that used specific Career Center services, the following students were “**satisfied**” with the following:

- 81.82% - Special events put on by the Career Center
- 90.32% - Mock interviews
- 89.29% - On-campus recruiting program

Complete results at <http://www.csuchico.edu/careers/documents/2015-student-satisfaction-survey.pdf>

3. First Destination Data Outcomes

CSU, Chico

We received just under 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:

- 74% Either employed full time or enrolled in grad school (62% Employed full time, 12% Enrolled in grad school)

- 13% Still seeking employment
- 12% Employed part time
- 1% Other

National data

According to the National Association of Colleges and Employers – First Destinations for the College Class of 2014 <http://naceweb.org/uploadedFiles/Pages/surveys/first-destination/nace-first-destination-survey-final-report-05-2015.pdf>

- 69% Either employed full time or enrolled in grad school (52.5% Employed full time, 16.4% Continuing education)
- 20% Seeking/Not Seeking
- 10% Employed other
- 1% Service/Military

VII. Analysis: What actions need to occur to move the program to the “next level”?

1. Professional Development

Collaborate/coordinate the implementation of several learning modules from the Passport to Professionalism as a training opportunity for our student staff.

2. 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.

3. Alumni Outreach

Continue to develop partnerships with the alumni office to better serve alumni. Look for strategic ways to meet the needs of alumni in numerous geographic locations.

4. New position

Explore the possibility of hiring a new position completely funded from our trust account (which included revenue generated from seven annual job fairs).

5. Development

Promote our new Career Center Premier Sponsorship Program to increase our foundation gift funds to continue to support our growing programs.

6. 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. Hire and train two new support staff members.
2. Implement the California Career Zone career assessment to complement our current offerings of the MBTI and SII.

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.
4. Implement new employer sponsorship program.