

CAREER CENTER

CHICO STATE

Division of Student Affairs

Departmental Annual Report

2016/2017

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 response rate increased to over 37% for 2015/2106
- Held first ever Rock Your Resume event for students to meet with employers. We had 222 students attend this event
- Expanded the Career Center Volunteer Team to over 90 participants
- Put on the first HealthShare event in the fall which included a panel of five healthcare employers and 88 students in attendance
- Grew the Premier Partnership Program (sponsorship program) to nine sponsors for a total of \$22,500
- Career Center Internship Program sponsored by Kohl's for 6th year in a row
- Partnered with Student Life & Leadership and Alumni & Parent Engagement to put on the second annual "Adulting 101" Life skills series; Expanded series to 16 workshops from eight the previous year
- Increased drop in appointments by 53% over last year from 1155 in 15/16 to 2177 in 16/17
- Put on the 11th annual EdShop one-day seminar for teaching credential students to connect with administrators throughout northern California; increased student attendance by 15% over last year
- Collaborated with the College of Business Advising team to co-present for the "Wild About Business" series which focused on helping students graduate on time with a clear idea of their future career path
- Continued our College of Business Seufferlein Sales Program partnership
- Held 8th 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 (600) about Career Center services
- Worked with a subcommittee of the Graduation Initiative Team to create and launch the Grad-n-Go! campaign to better inform students about graduation
- Partnered with the Alumni Association to hold inaugural Corporate Engagement events for both Build.com and Hewlett Packard
- Decreased student employment timesheet violations for all campus student employees by 14%
- Partnered with the Academic Advising office to present to undeclared students in their fourth semester
- Collaborated with the Recreation Department to plan and implement a new virtual information session for students majoring in Event Management
- Worked with the team at Oxford Suites to create and market the first ever Employer mixer held at their site for all employers attending the spring Career & Internship Fair

First Destination Survey Data increased to over 37%

Working hard to provide the University with meaningful placement data, we were able to collect over a 37% response rate from the 15/16 graduates (1498 responses). In addition to emailing and calling each graduate at graduation and six months following, we sent out a mass mailing paper survey. This

data is becoming more and more relevant with increased pressure for departments to fundraise and increased attention on placement rates.

Held the first ever Rock Your Resume event

In coordination with our student interns, we put on a Rock Your Resume event in the spring. We wanted to create an event where students could get feedback from an employer on their resume in a quick and friendly environment. We had 13 employers and 222 students attend. We had music playing, free snacks and giveaways throughout the day and received overwhelmingly positive feedback from both the students and employers!

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 had nine sponsors of \$2500 each for the 16/17 academic year. The list of sponsors include:

1. Chevron Corporation
2. Young's Market Company
3. Federated Insurance
4. Consolidated Electrical Distributors
5. Cintas Corporation
6. Sedgwick
7. Enterprise Holdings
8. Northwestern Mutual
9. California Highway Patrol

Diversity Efforts:

- Hosted 4 "Brown Bag" workshops for 1st and 2nd-year EOP/SSS/PATH Scholar students including an informational interview with an alumni and a tour through one of the career fairs
- All staff participated in the Unconscious Bias training
- All student staff attended in-person half-day diversity training on campus
- Career Center Volunteer Team - targeted 1st and 2nd year students, specifically first-generation and under-represented students (e.g. EOP, TRIO, former foster youth, etc.; early career services engagement is particularly critical for these populations) to join this team.
- Held mock interviews for CSSC and MESA students here in the Career Center
- Participated in the 5th Annual Wildcat Transfer-mation, to support incoming transfer students
- 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 16/17 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**

With the launch of our Premier Partner Program, we were able to bring in \$22,500 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 our etiquette events. With that said, our total income of donation money restricted and unrestricted was \$36,500.

Human Resources:

We have had a few moves within the department in the last year.

Kate Buckley was hired as our Assistant Director in Aug. 2016.

Brianna Ellis was hired as our SSP III in January 2017.

Please see attached organizational chart.



Career Center Org.
Chart 2-2017.pptx

Facilities/Equipment:

Reception area refresh - Submitted proposal to do a redesign of our front reception area.

V. Program Assessment of Past Year

Program Objectives:

1. Have a staff member assigned to create an assessment plan for the department to streamline our assessment process.

Met: Assessment plan created and ready to be implemented Fall 2017.

2. Explore the possibility of offering virtual appointments and live chat sessions.

Met: Explored the use of Zoom and held a training for all staff. Met with the Career Center Director at Butte College about using Zoom for appointments. Planning to use this tool to hold virtual appointments in the Fall 2017 semester.

3. Develop a plan to increase outreach to students in their first and second year to help with their major identification and selection process.

Met: Held TRiO four-part undeclared sessions, including an informational interview with an alumni and a tour through one of the career fairs.

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.

Met: Partnered with all of the departments listed above to send students to our etiquette events. Additionally we presented to many of these groups on career-related topics.

5. Assess student learning outcomes for students participating in our drop-in advising sessions.
In progress: Launching a comprehensive assessment process for students attending both one-on-one and drop in advising appointments in the fall 2017 to figure out the best ways to meet the needs of our changing student population.

Ongoing Assessment Efforts:

Demographic Reporting

Students:

- 14,177 Student/Alumni Users for the 16/17 year
- 5,512 student appointments (one-on-one and drop in advising)
- Students met with advisors one-on-one for the following reasons:
 - 29% - Resume and Cover Letter Review
 - 28% - Job/Internship Search
 - 15% - Other
 - 13% - Mock Interview
 - 11% - Grad School Search/Application Assistance
 - 4% - Major Search/Career Assessment

Student Assessment of Satisfaction, Quality and Student Learning Outcomes

We conducted the following surveys using Campus Labs in the 16/17 year:

- a) Career Center Learning Outcomes Survey, Spring 2017 (57 respondents)
- b) Student Job Report Survey (694 respondents – ongoing)
- c) Employer Job Report Survey (214 respondents)
- d) Etiquette Dinner Survey, Spring 2017 (83 respondents)
- e) Networking Know How Survey, Fall 2016 (47 respondents)

Outcomes

• Career Center Learning Outcomes Survey, Spring 2016

For a three week period at the end of 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:

- 100% of respondents said they were able to identify at least one change to their resume to improve it.
- 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.
- 90% of respondents said they could come up with at least two additional job search resources as a result of their advising appointment.
- 91% of respondents were either satisfied or very satisfied with their appointment.
- 96% of respondents said they would recommend the Career Center services to a friend.

Comments:

“After leaving the appointment, I felt completely prepared.”

"Art really gave me the confidence to go to the career fair and helped me prepare for a successful day. I got a job there and I couldn't be more thankful."

"I learned so much in my mock interview about what to say and to focus on what I bring to the company. I feel so much more confident now if I get called for an interview. Kendra was so very helpful!"

"Jodie is a phenomenal person and does such great work. She has helped me a lot with my anxiety with the job search."

"Kate is amazing! Really helped me pick a great major and provided me great resources."

"Thanks for the help, it was just what I needed at the time."

"Very kind and helpful."

- **Etiquette Dinner Survey, Spring 2016**

- 95% of respondents said they felt more confident about their dining etiquette after attending the Etiquette Dinner.
- 98% of respondents said they felt more confident about how to act in a professional setting after attending the Etiquette Dinner.
- 96% 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. Very informative and fun, all around great event."

"Incredibly informational and helpful, with many useful tips and tricks. All in all, it was an amazing experience."

"This event had a lot of good, important, relevant information. I found it worth every second of my time."

"I am so thankful to have gone to this dinner! Had a fun time, ate great food and met awesome people!"

- **Networking Know How Survey, Fall 2015**

- 98% of respondents rated the program content of the Networking Know How event as either **"Excellent"** or **"Good"**.
- 96% of respondents learned appropriate topics of conversation for a social business setting after attending the Networking Know How event.

Comments:

"I appreciated the variety of people attending this event and how welcoming all staff members were to attendees. I appreciated the advice the speaker gave such as how to hold a plate and glass and when to/not to drink alcohol as this is not necessarily something that I would think of until I was in the situation."

“Really interesting, hope we can get more of these events to happen on campus.”

“The speaker made everyone feel like it was a safe environment to go up to someone they had never seen and initiate a conversation. His humor regarding etiquette made things easier to remember.”

- **First Destination Data Outcomes**

- **CSU, Chico**

- We received just over a 37% response rate from the 15/16 graduates. We emailed them a survey at both graduation and six months following and called each graduate that did not respond to the survey. Of these responses:

- 75% Either employed full time or enrolled in grad school (63% Employed full time, 12% Enrolled in grad school)
- 9% Still seeking employment
- 9% Employed part time
- 7% Other/Not reported

- **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/>

- 72% Either employed full time or enrolled in grad school (54% Employed full time, 18% Continuing education)
- 16% Seeking/Not Seeking
- 10% Employed Other
- 2% Service/Military

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 appointments. This past year our advising appointments (including both one-on-one and drop in) increased by 23% from 4491 to 5512 appointments during the academic year. From the responses to the survey we know students still value the service and come away from these appointments better prepared and more confident. Because this is both our most utilized and labor-intensive service, we are looking at ways to continue this service on a wider spectrum. We will be assessing students in the fall to ask about new ideas to meet their needs (ie. Group advising, online chat, etc.).

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 made some great developments this year in regard to where our grads are going after graduation. Only 9% of the graduates that reported, indicated they were still seeking employment

compared to the national average of 16%. We used this outcomes data to compile a new Highlights flyer and will be promoting this data to all colleges on campus this year.



3860 CC Highlights
Flyer.pdf

Service Usage:

In assessing our usage statistics, our drop-in advising numbers are up significantly; 53% over last year. With these numbers increasing, we will be assessing our program offerings to develop new ways of meeting this increased demand.

VII. Program Objectives for Next Academic Year

1. Roll out Phase 1 of the Local Job Development Plan: Broad employer outreach to introduce Career Center and Student Employment Office services.
2. Implement a new job database system, Handshake.
3. Create programming for the Student Success Centers on campus that can be translated to each college.
4. Pilot a Professional Development program for student employees working on campus.
5. Implement an assessment plan for the fall semester to assess students' needs and interests regarding their career and professional development needs.
6. Hire a new SSP II/III.