

CAREER CENTER

CHICO STATE

Division of Student Affairs
Departmental Annual Report
2018/2019

I. Departmental Mission Statement

The Chico State Career Center assists students and alumni through all phases of career development to bridge the gap 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
 - Assist students with finding part time employment to support their educational and living expenses while they are in school
- **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 for part time, full time and internship positions
 - 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
 - Targeted outreach to local employers to recruit students and grads for part time, internship and career positions

- **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*)
 - Represented on a variety of campus committees
 - Bring subject matter experts to campus to present to students, faculty and staff
- **Stay current on professional hiring practices by researching and adopting appropriate solutions.** (*University Strategic Priority #1 & #3 and Student Affairs Goal #1*)
 - Attend national, regional and local trainings
- **Administer an active and assertive program of financial development as an avenue to encourage corporate donations.** (*University Strategic Priority #5*)
 - Promote our Premier Partnership Program to employers recruiting on campus and work hard to put on numerous revenue generating career fairs each semester.
- **Continually evaluate current services for relevance and effectiveness.** (*University Strategic Priority #1 and Student Affairs Goals #1, #2 & #3*)
 - Utilize online and in-person surveys throughout the year to assess programs and needs.

II. Career Center Accomplishments

Highlights:

- First Destination Survey response rate increased to over 47% for 2017/2018 year with 1,932 responses from recent grads. This is up 4% from the previous year
- Increased the number of jobs posted in our job database from 15,458 in 17/18 to 30,470 in 18/19. This was over a 97% increase!
- Continued to offer and build the Career Center Volunteer Team primarily as a way for 1st Gen and underrepresented students to gain experience on campus. At the end of spring semester 2019 there were 125 active members representing all majors
- Grew the Premier Partnership Program (sponsorship program) to 110 sponsors for a total of \$27,500
- Career Center Internship Program sponsored by Kohl's for 8th year in a row
- Partnered with Student Life & Leadership and Alumni & Parent Engagement to put on the third annual "Adulting 101" Life skills series
- Put on the 13th annual EdShop one-day seminar for teaching credential students to connect with administrators from throughout northern California
- 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 10th annual Professional Etiquette Dinner and Networking Know How events
- Partnered with the Multicultural and Gender Studies department in hosting a career seminar in the Career Center, including an alumni panel, Career Center presentation and Q&A
- Partnered with the Academic Advising office to present to undeclared students in their fourth semester
- Partnered with Student Life & Leadership during Summer Orientation to present to both parents (over 1000) and transfer students (over 1000) about Career Center services
- Partnered with the Alumni & Parent Relations Office to bring members from both the Parent Advisory Council and the Chico State Alumni Association on campus to conduct mock interviews with students

- Successfully transitioned the Business Career Fair over from the business fraternities. In doing so, created a new marketing brand and logo
- Completed front lobby redesign
- Continued collaboration with Men of CHICO (a program of the new STAR Center) in providing career development resources to men of color.
- Increased Instagram followers to 1,000
- Offered more professional LinkedIn head shots free to students through the addition of lights and backdrop
- Partnered with JC Penney's for the first annual JCP Suit-Up event attracting over 650 attendees
- Partnered with Philadelphia Insurance to offer Cat's Chat to 120 student athletes
- Partnered with US Marine Corps to offer a training event to Chico State Track and Field team
- Offered College to Career workshop for College of Business Living Learning Community
- Coordinated the First Friday in February to the Student Affairs division highlighting 9 theme areas representative of Career Center services
- Worked with Professor Bob Madrigal, College of Business, on a series of student presentations specific to the Career Center for his Consumer Behavior class
- Met with Dean Eddie Vela, College of Behavioral and Social Sciences, to identify ways his college and faculty could support the Career Center's First Destination efforts
- Collaborated with Professor Ayde Enriquez-Loya, English Department, to offer a series of workshops to all English majors for the 18/19 academic year
- Organized a series of 'Roundtables' to all Career Center staff on a variety of topics including Student Affairs Initiatives, OPT/CPT for International Students and meetings with employers (both on site and virtually)
- Worked closely with Diplomat-in-Residence from the State Department on several campus visits to raise awareness of opportunities for Chico State graduates
- Hosted Achieve Charter High (displaced as a result of the Camp Fire) for a presentation and tour at the spring 2019 Career and Internship Fair
- Led approval process for the student employee minimum wage increase on campus
- Successfully lobbied IT Security on campus to get student emails off campus directory
- Presented to the Parent Advisory Council on Handshake and the career development process
- Worked with Alumni and Parent Engagement to host two Alumni Socials for alumni employers attending career fairs
- Internship policy passed April 2019

First Destination Survey Data increased to 47%

Working hard to provide the University with meaningful placement data, we were able to collect a 47% response rate from the 17/18 graduates (1932 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.

Increased jobs posted by 97%

Utilizing our job database system, Handshake, we were able to once again increase the number of jobs posted from 15,458 in 17/18 to 30,470 in 18/19. This has been a significant workload increase for our department, but our student benefit significantly from these opportunities.

Partnered with JC Penney's for the first annual JCP Suit-Up event

In October, we partnered with JC Penney's to hold the first annual JCP Suit Up event. The goal of this event was to provide students, staff, faculty and their families with accessible opportunity to build a professional wardrobe. JCP provided an additional 40% off all career wear on top of their sales and clearance prices. They closed their store one hour early so we could make this event exclusive to Chico State students. We promoted the event widely across campus and targeted specific outreach to many of our underrepresented departments and student groups. JCP's corporate office had an attendance goal of 1% of the student body (170 students). After heavy event promotion the Career Center drastically exceeded the goal, providing accessible professional clothing opportunities to over 650 attendees (483 students). We received overwhelmingly positive feedback from numerous students, staff and faculty after the event.

Diversity Efforts:

- Attended EOSP Graduation Celebration where Career Center was recognized for support and services (first time a department, rather than an individual, was recognized).
- Continued collaborating with the Men of C.H.I.C.O. (a program of the new STAR Center) in providing career development resources to men of color.
- All Career Center staff signed up for the diversity welcome receptions to ensure our support and presence at each one.
- Partnered with REACH to provide five presentations (160 students) to introduce Career Center services for these second semester freshmen URM students
- Continued offering a Career Seminar with MCGS, resulting in a showcase of their community partners and highlighting the Career Center to students.
- Brianna Ellis, Career Advisor, served as a mentor to the Black Excellence Retreat and is the advisor to the Just Unity Sistas student group. Brianna works to have a presence in the CCLC and at their events throughout the year
- 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 7th Annual Wildcat Transfer-mation, to support incoming transfer students
- Coordinated outreach for the Etiquette Dinner to several departments on campus working with diverse populations. This resulted in over 50% of the students in attendance coming from a diverse background
- Presented a two-part series to Men's Soccer and Felipe's Men of Color Leadership Class highlighting Career Center services and career development resources.
- Ken Naas, Career Advisor, serves on the Veteran Educational Support Team (V.E.S.T.)
- Partnered with the following organizations/programs that promote diversity:
 - Chico Student Success Center (CSSC)
 - Educational Opportunity Program (EOP)
 - Cross Cultural Leadership Center (CCLC)
 - Mathematics Engineering Science Achievement Program (MESA)
 - Latinos in Technical Careers student organization (LTC)
 - Veterans Education Support Team (VEST)
 - Raising Educational Achievement in Collaborative Hubs (REACH)

- Student Support Services (SSS)
- PATH Scholars
- Men of C.H.I.C.O.
- CADEC + Safe Place “Shape” presentation on “Professional Presentations”
- TRiO
- DACA/Dreamer presentation and on-going support to staff and students

Gender and diversity of students using the Career Center

Number of students using Career Center services the 2018/2019 academic year: **15,467**

These numbers seem to mirror those of the University.

	Ethnicity		Gender per Ethnicity		
	Total	Percentage	Female (57%)	Male (43%)	Nonbinary (<1%)
Asian/Asian American	1009	6.52%	552	457	
Black or African American	517	3.34%	297	220	
Latino(a)	4482	28.98%	2698	1784	
Middle Eastern	120	0.78%	66	54	
Native American/Alaskan Native	234	1.51%	142	92	
Native Hawaiian/Pacific Islander	81	0.52%	51	30	
Not Specified	348	2.25%	174	174	
Prefer Not to Answer	4	0.03%	2	2	
Two Or More Ethnicities/Race	67	0.43%	33	32	2
Unknown	3601	23.28%	452	362	
White/Caucasian	5004	32.35%	2817	2186	1
Total	15467		7284	5393	3

*Gender total for Unknown category is incomplete

III. Changes in Policies and Procedures

- No significant changes were made during the 18/19 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 general and foundation funds. **Student**
- **Foundation Gift Fund**

With the launch of our Premier Partner Program, we were able to bring in \$27,500 in unrestricted funds and \$11,000 of restricted funds. We have been able to use these funds for our office redesign, intern wages, conference expenses, speaker fees and our etiquette events.

Human Resources:

No significant changes.

Please see attached organizational chart.



Facilities/Equipment:

Reception area refresh – completed redesign of our front reception area.

V. Program Assessment of Past Year

Program Objectives:

1. Increased focus on sophomores with the intention to help them with their major and career planning earlier on in their academic career.
- In Progress: Although we made significant strides on this last year, we have lots more to do to continue this focus.
 - Last fall we worked with Professor Bob Madrigal, College of Business, on a series of student presentations specific to the Career Center for his Consumer Behavior class. Each student group analyzed the best way to outreach to sophomores within various departments across campus. The groups then presented their findings to our team at the end of the semester. We have already implemented one of their ideas!
 - Kate met with staff from EOPS (Cecilia, Aiko and Tasha) to discuss ways to best outreach to their sophomore populations.
 - Each advisor was tasked with seeking out classes with large numbers of 2nd year students to present to.
2. Explore Handshake “experiences” module to see if the campus can use this tool to manage all academic internships.
Met: The Internship committee and staff from IRES sat in on two separate demos of the Experiences module last spring. The IRES staff is currently looking at the backend of Handshake to see how it can integrate with Peoplesoft so we can use it for internships campus-wide.
3. Create an exit survey for students leaving drop-in advising to assess the effectiveness of this service.
Met: Surveyed students coming out of their drop in advising sessions in April 2019. The survey results confirmed they were leaving aware of additional services offered and that the drop in services met their expectations. We also believe the survey was somewhat skewed as we were asking students to complete the survey in our office.
4. Starting in the fall of 2018, begin using the Clifton StrengthsFinder Assessment in place of the Myers Briggs Type Indicator.
Met: We discontinued use of the MBTI in the fall of 2018 and have been using Strengths ever since. This has been a good change and has been well received by both our students and staff/faculty across campus.

Ongoing Assessment Efforts:

Demographic Reporting

Students:

- 15,467 Student/Alumni Users for the 18/19 year

- 4,824 student appointments (one-on-one and drop in advising)

Service Usage Summary



Microsoft Excel
97-2003 Worksheet

Student Assessment of Satisfaction, Quality and Student Learning Outcomes

We conducted the following surveys using Campus Labs in the 18/19 year:

- First Destination Data Survey (1,932 respondents)
- Business Career Fair Attendee Survey (47 respondents)
- Drop In Survey – Spring 2019 (65 respondents)
- Career & Internship Fair Attendee Survey (30 respondents)
- Student Satisfaction and Learning Outcomes Survey, Spring 2019 (133 responses)
- Etiquette Dinner Survey, Spring 2019 (104 respondents)
- Networking Know How Survey, Fall 2018 (31 respondents)

Outcomes

- First Destination Data Outcomes

CSU, Chico

We received a 47% response rate from the 17/18 graduates. We emailed them a survey at graduation and six months following, sent a letter to all grads and called each graduate that did not respond to the survey. Of these responses:

- 77% either employed full time or enrolled in grad school (60% Employed full time, 17% Enrolled in grad school)
- 13% still seeking employment
- 7% employed part time
- 3% other/not reported

The average starting salary for graduates from the 2017/2018 class was \$49,423.

National data

According to the National Association of Colleges and Employers – First Destinations for the College Class of 2017

<https://www.naceweb.org/uploadedfiles/files/2018/publication/report/first-destinations-for-the-class-of-2017.pdf>

- 71% Either employed full time or enrolled in grad school (53% Employed full time, 18% Continuing education)
- 15% Seeking/Not Seeking
- 12% Employed Other
- 2% Service/Military

The average starting salary for graduates from the Class of 2017 was \$50,253.

- Business Career Fair Attendee Survey, Spring 2019

- What brought you into the career fair?
 - Curiosity (10 respondents)
 - Exploring Careers (18 respondents)

- Networking with employers (25 respondents)
 - Looking for an internship (19 respondents)
 - Looking for a full time job (21 respondents)
- We also asked questions about how to improve future fairs, what they found most/least useful and best ways to get their attention about future events.
- **Career and Internship Fair Attendee Survey, Spring 2019**
 - *Results/questions similar to fair survey above.*
- **Drop In Survey, Spring 2019**
 - 100% of the respondents said the experience in drop in met their expectations.
 - 89% of the respondents said they were aware they could make a follow up one-on-one appointment with an advisor.
 - 85% of the respondents said they were more confident in how to utilize/navigate Handshake after their experience in drop in.
- **Student Satisfaction Survey, Spring 2019**

We asked students questions about their learning outcomes after their appointment in the career center for four weeks during the spring semester.

 - 97% of respondents said they were satisfied with their appointment.
 - 98% said they would recommend the Career Center services to a friend.
 - 94% of students coming in for career/life planning said they agreed or strongly agreed they were more confident about making career/life planning choices.
 - 94% of students coming in for major exploration/career assessment said they were able to come up with at least one major or occupation to explore.
 - 100% of students coming in for major exploration/career assessment said they were able to identify at least one “next step” of action to explore a particular majors and/or occupation.
 - 100% of students coming in for a resume review were able to identify at least one change to their resume to improve it.
 - 100% of students coming in for a practice interview were able to identify at least two ways they learned to improve their next interview experience.
 - 94% of students coming in for job/internship search were able to identify at least two additional job search resources.
 - 100% of students coming in for grad school assistance said they agreed or strongly agreed they felt more confident about their application to graduation school.

Comments:

“Incredibly professional and always more than helpful. I've never seen this office give less than 110%. Thank you!”

“Don't hesitate to ask questions as everyone is super friendly.”

“Great resource for students seeking career opportunities, and life advice. The resume drop in hours are very beneficial, and could make a huge difference in your job search!”

“I am feeling much more confident after my meeting about what opportunities are available for myself after graduating.”

"Super helpful every time!"

"Keep doing what you are doing. The services are great and very helpful."

"My advisor was so helpful and gave phenomenal feedback. Regardless of if I get this job, they have prepared me and I can now go in with confidence to multiple job interviews!"

- **Etiquette Dinner Survey, Spring 2019**

- 98% of respondents said they felt more confident about how to act in a professional setting after attending the Etiquette Dinner.
- 97% of respondents rated the program content of the Etiquette Dinner as either **"Excellent"** or **"Good"**.
- 95% of respondents said they felt more confident about their dining etiquette after attending the Etiquette Dinner.

Comments:

"Great atmosphere! Great staff! Great food! Thank you for the wonderful and eye opening opportunity!"

"This was an awesome event!"

"Well done on the teaching method of the entire dinner."

"It was such a Great event, learned so much. I would definitely recommend attending."

"I really enjoy the etiquette dinner and learned so many new things. The atmosphere was great and the food was amazing also."

- **Networking Know How Survey, Fall 2018**

- 94% of respondents rated the program content of the Networking Know How event as either **"Excellent"** or **"Good"**.

Comments:

"I feel much more comfortable going to my next social gathering."

"His presence, story, and advice is inspiring. Also, I appreciate that he is also a Wildcat. I plan on attending all the events to come. Chico is a unique and rich educational experience and events such as this groom future leaders. Thank you CSU Chico for organizing this event."

"This seminar was very helpful and gave me some great tips for networking. I feel more comfortable approaching people in a professional environment now."

"This is something that I normally would not have attended but I had to for an assignment, however, I am so glad that I did. It was an amazing experience that I would highly recommend to anyone looking to enhance their networking. I cannot wait for the next one!"

"Great speaker. Great prompts. Getting more comfortable with the uncomfortable."

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 Student Satisfaction Survey

What we realized in seeing the results from this student survey is that we are not asking the right questions. Although students reported extremely positive results from their time in meeting with advisors, what we need to assess next is how to improve on our services and figure out what services students want that we are not currently providing.

Etiquette Events

In assessing these events, it is clear students are leaving them more prepared and confident to enter the professional world. Although these have been hugely successful on our campus, we will take a pause on these events for next year to even out the workload for our advisors and to assess whether this is the best use of employer donations. We are exploring new events/experiences that reach more students and take up less staff time.

First Destination Data Outcomes

Chico State has made some great developments this year in regard to where our grads are going after graduation. 77% of the graduates that reported indicated they employed full time or going to grad school compared to the national average of 71%. We used this outcomes data to compile a new Highlights flyer and will be promoting this data to all colleges on campus this year.

VII. Program Objectives for Next Academic Year

1. Continue with increased focus on sophomores with the intention to help them with their major and career planning earlier on in their academic career*.
 - a. Present to classes with large #s of sophomore students
 - b. Explore the possibility of partnering with campus departments to put on a “sophomore event” on campus to help with major and career exploration, involvement, etc.
2. Create an employer expectations video to play just before the start of our career fairs.
 - a. Focus on the following expectations: hiring biases, being respectful to your neighboring booths, staying for the entire time and being welcoming and inclusive in your hiring practices.
3. Evaluate and create programming for satellite success centers e.g. STAR Center, BSS, Ag, etc.

*According to developmental theories of career decision making, traditional-age college students are often attempting to refine their understanding of themselves, learn about the world of work, and discover how they might make work a part of their lives. In a national survey of second year students attending four-year institutions (Levitz 2015a), roughly two thirds wanted help weighing the pros and cons of their career choice including major. Three out of four expressed a desire to gain experience in their field. More checks and balances, programming, institutional support overall are available to freshmen, sophomores less so. The sophomore slump is actually a phenomenon that a majority of college students experience as they enter a phase where they may face difficulties in academic, social, and personal development.

The Career Center at Chico State can offer invaluable services to introduce, and/or, continue to support their career development process.

https://www.ncda.org/aws/NCDA/pt/sd/news_article/148448/_PARENT/CC_layout_details/false