

California State University, Chico

CAREER CENTER

CHICO STATE

Division of Student Affairs
Departmental Annual Report
2020/2021

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.

The Chico State Career Center and Student Employment Office were last reviewed in July 2020.

II. Career Center Accomplishments

Highlights:

- **The coronavirus pandemic altered how career services took shape in order to continue to offer a comprehensive and supportive level of service to all students including upcoming graduates and alumni. Services that had been offered in-person had to quickly move and expand to a virtual/remote model. In response to COVID-19 campus closure the Career Center team expanded our virtual offerings and provided the following services to support students and graduates. We also accelerated our collaborations with campus partners, many key faculty and staff in support of campus affinity programs to ensure that all Chico State students were served:**
 - Extensive outreach to support May 2020 graduates who experienced rescinded job and internship offers.
 - An email/calling campaign to all of our May 2020 grads to let them know we were here for them!
 - Covid-19 had a devastating impact on the labor market. In an effort to support and provide hope for our students the Career Center hosted virtual career fairs, employer outreach to determine how they were pivoting, moving forward
 - Recognizing that many of our URM/1st Gen students would be further challenged by absence of technology we partnered with staff and faculty we conducted more intentional outreach to our 1st and 2nd year students, many who are URM/1st Gen to offer support.
 - The Chico State Career Center continued offering our general services by offering them virtually – 1:1 advising appointments, a virtual help desk as well as virtual drop in services.
 - The following examples more fully demonstrate our commitment to engage students, virtually, and provide hope, support, and continued encouragement.

- Participated in and supported the efforts of the New Student and Orientation Office by providing, virtually, access to speak to advisors and students as part of their Resource Fair.
- **VIRTUAL SEMINARS -**
 - Focus on Your Major/Career Options
 - Work from Almost Anywhere: Valuable Resources to Search Remote Jobs
 - Focus2 Pre-Survey with TRIO
 - Creative Careers: Alumni career panel in partnership with the Alumni Association
 - Career Guidance in Science: Alumni career panel in partnership with the Alumni Association
 - College to Career Spring 2021 Workshop Series: Explore Majors & Careers: What can I do with my major?
 - FYE - Resumes, Competencies and how they translate
 - COB Leadership Conference: You Belong in Business! FOCUS 2
 - Focus 2 Session for ECC Students
 - Virtual EdShop (one-day student teacher prep workshop)
 - PDC Spring Gathering: Presented on Focus2 to all Student Affairs staff
 - Career Development Webinar Series
 - Building a Resume from Scratch, LIVE!
 - Graduate School 101
 - Job Searching w/ Jeff
 - Graduate School 101
- **VIRTUAL COLLABORATIONS** - Additional efforts made by the Career Center team to collaborate with faculty and other departments and programs follows:
 - COB/Career Center- Local Internship Partnerships: Continued project of creating and maintaining F/S internships for students
 - CSU Business Consortium: Connected with CSU College of Business career advisors to get support and ideas on how to best serve students.
 - Partnership with AS CAVE on the Local Job & Volunteer Virtual Fair, August 11
 - Discussion re:Focus2 with EOP Second Year Students
 - Collaboration with Anna Flores, Academic Advising, for UNDC future presentations
 - Campus Advising Collaborative
 - UNDC Freshman Welcome
 - Student Success Fair
 - October Outreach - Focus2 with Academic Advising
 - TRIO-SSS Event "FOCUS" - panelist
 - TRIO - Focus2 (pre-survey)
 - TRIO - Focus2 (post survey)
 - REACH (5 sessions) - Focus2 Pre-Survey)
 - REACH (5 sessions) - Focus2 Post-Survey
 - Academic Advising co-present UNDC Outreach - Focus2
 - Study Abroad & Exchange Alumni Lunch & Learn
 - Advising Undeclared Students with Academic Advising

- PEERS program training discussion with ARC
 - TRIO Life After College Workshop Series: Grad School Edition
 - REACH (5 sessions) - Building Your Resume
 - INED 389: Study Abroad Peer Advisor (Virtual) Internship
 - INED 312 - Importance of experience and transferable skills
 - Reviewed resumes for MSW students during Employment Seminar
 - HFA Internship Discussions with each department
 - CORH
 - English
 - ARTS
 - International Languages, Literature & Cultures
 - Theatre
 - Music
 - History
 - Philosophy
 - "Internship Structure & Needs in the College of HFA" - Dean Tracy Butts & As. Dean J. Alexandar
 - Co-presented department conversations about current internship structures and practices in HFA
 - Collaborate with Chair, Robert Tinker & Lecture Kellie Lavin, to create outline for a HIST 310: Career for Historians
 - Worked with Study Abroad staff to support their virtual programming, e.g. "Teaching English in Spain with Bilingual English Development and Assessment (BEDA) program
 - Collaborated with Athletics to develop a series of videos to encourage athletes to use CC services; Katie Hawley worked with Art Cox on a series of videos – CatSkills
 - Development of the Health & Human Services Taskforce
- **VIRTUAL CLASS PRESENTATIONS**
 - RHPM 584, Recreation, Hospitality, & Parks - Focus2
 - NFSC 155, Nutrition & food Science - Fous2 Intro/Pre-Survey
 - NFSC 155, Nutrition & Food Science - Focus2 Post-Survey
 - MADT 461, Media, Design & Technology - Media Industry Career Workshop - Senior Seminar
 - Coffee Hour Career Workshop with Nursing Students
 - NFSC 455, Nutrition & Food Science - Futures in Nutrition and Food Science - Exploring Careers
 - GEOS 475, Geosciences - Senior Seminar - Resumes, Cover Letters, Interviewing
 - NFSC 155, Nutrition & Food Science - Exploring career options, Introduction to Career Planning and Assessment (FOCUS2) and Professionalism
 - GEOS 475, Geoscience - Senior Seminar - Job/internship (USAjobs.gov, LinkedIn)
 - NFSC 155, Nutrition & Food Sciences - Focus2 Interpretation
 - RELS482, Religious Studies - Career Exploration in Religious Studies
 - MADT 461, Media, Design & Technology - LinkedIn Walkthrough
 - Stemcat Linked
 - MBA Welcome

- Professor Richter Class
- Professor Brown Class
- Billy Harkness- First year
- BCOM 300W Communication in Business
- Professor Agoff Class- 2x
- MBA
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- **VIRTUAL CLUBS/ORGANIZATIONS PRESENTATIONS**
 - Microbiology Club - Professional resumes
 - HFA Ambassadors - Career Planning
 - Microbiology Club - Resume/CV/Networking Workshop
 - Phi Chi Theta - 2x
 - SAP Club
 - Operations and Supply Chain Club
 - Writing Center Student Staff
 - Lambda Theta Nu Sorority
 - Accounting Society Club
 - College to Career- Who's Hiring?
 - College to Career- Ask Anything! Employer Panel

Additional Highlights:

- Utilizing our job database system, Handshake, we were able to once again increase the number of jobs posted from 28,202 in 19/20 to 50,339 in 20/21. This is a 78% increase from last year.
- Received 56,651 visits to our Handshake database for the 20/21 year
- Maintained the Premier Partnership Program (sponsorship program) securing six sponsors for a total of \$20,000
- Put on the 15th annual EdShop one-day seminar virtually for teaching credential students to connect with administrators from throughout northern California
- Partnered with the Academic Advising office to present to undeclared students in their fourth semester
- Partnered with the College of Business and an Organizational Communications class to bring in employers virtually to conduct mock interviews with students
- Increased Instagram followers to 1,607, up from 1,400 the previous year
- Partnered with JC Penney's for the 3rd annual JCP Suit-Up virtual event
- Led approval process for the student employee minimum wage increase on campus
- Held weekly and biweekly webinars on career topics during the fall and spring semesters
- Held our inaugural Grad School Week. Organized and collaborated with CSU, Chico Graduate Coordinators, External Graduate Coordinators, Office of Graduate Studies and Financial Aid to put on the following five virtual webinars.
 - Graduate School 101
 - Funding Graduate School
 - Successfully Prepare for the Fair
 - Personal Statements

Held largest career fair in Chico State's history

We had **123** employers register for the Virtual Career & Internship Fair March 3rd from 11-3pm. **This was the largest career fair in Chico State's history!** While most career centers across the nation and throughout California were seeing 40-50% decreases in employer participation, we had over a **20% increase** in employer registrations. Additionally, we had **881** students pre-register and **1,116** filled 1:1 sessions. We gave local news interviews promoting the fair.

Here is a list of some of the notable employers who attended the fair.

- CA Dept. of Parks and Recreation
- CHP
- Caltrans
- Capital Fellows Program
- Chevron
- E&J Gallo Winery
- Foster Farms
- Franklin Templeton Investments
- Hyatt Regency – Lake Tahoe
- Kohl's
- Peace Corps
- Rape Crisis Intervention & Prevention
- SMUD
- Sherwin-Williams Company
- Shimmick Construction
- The Hershey Company
- The Oxford Collection of Hotels
- Trinchero Family Estates
- US Dept. of State
- US Secret Service
- USDA
- VSP Global
- Yosemite Farm Credit
- *...and 100 more!*

Alumni Career Panels

Partnered with the Alumni and Parent Engagement office to put on alumni career panels for each of the seven colleges. We held three in the fall of 2020 and three in the spring of 2021 (the College of Bus. panel was held in late spring 2020). These sessions were well attended and our advisors worked closely with their respective college CARS reps to publicize the events.

EDI /Diversity Trainings

Conferences/webinars/seminars staff participated in:

- Handshake Access 2021 Virtual Conference
- CSU, Chico: Conversations on Diversity and Inclusion: Designing Confidence: Dealing with Imposter Syndrome
- Diversity, Equity and Inclusion in the Workplace Certificate (7 week course) – University of Southern Florida
- Vision Chats:
 - Rethinking Social Impact
 - The Future of Ink
 - The Future of College Student Affairs
 - Directions in College Careers
 - Connecting Talents to the Future
- MPACE 2020: Virtual Conference (10+ Trainings)
- CSU: Avoiding Hiring Bias Seminar
- EdEx (CSU, Chico): CSU Faculty Development/Campus Presentations
- HSI,TCU, HBCU Webinar: Apply for Federal Employment
- NASPA: Designing Confidence: Dealing with Imposter Syndrome Webinar

- ACPA: Confronting Anti-Black Racism on College Campuses
- CSU, Chico: Inclusive Ally Webinar
- State Department: Immigration under the Biden Administration Webinar
- ACPA: Confronting Anti-Black Racism on College Campuses
- Participated in Book-in-Common – How To Be An Antiracist, Ibram X. Kendi
- Confronting Anti-Black Racism on College Campuses
- Incorporating a Diversity, Equity & Inclusion Lens in Career Counseling (MPACE)
- She Leads with Strength: How Women Overcome Bias and Adversity in Higher Education (MPACE)
- 2020 and Beyond: Leveraging Cultural Intelligence (CQ) for Career and Workforce Development in a Multicultural World (MPACE)
- Who Are We? Office of Tribal Relations (PAUSE)
- Neurodiversity Awareness (PAUSE)
- Chico State Dream Ally Reunion
- Supporting the Asian Pacific Islander Desi American (APIDA) Community (CO)
- Workforce Recruitment Program for College Students with Disabilities
- National Career Development Association (NCDA) (7/14-16, 2021)
 - Inspiring Innovation, Promoting Social Justice, Increasing Diversity in Career Practice: Creating Spaces for All Voices
 - International Students and Curricular Practical Training (CPT): What Career Development Professionals Need to Know
 - The Urgency for an Inclusive Diversity and Social Justice Mindset in Career Counseling and Coaching
 - Current Trends in Diversity Recruiting Practices
 - Improving the Work Environment for Individuals with ASD
- Holistic Support for Career Transitions of International Students Returning Home (8/12/20)
- UndocuProfessionals Virtual Conference 2020 (9/4/20)
- Mountain Pacific Association of Colleges & Employers (MPACE) 2020
 - Incorporating a Diversity, Equity & Inclusion Lens in Career Counseling Practice
 - Centering Equity & Inclusion to Support Students
- Neurodiversity in STEM (Science, Technology, Engineering and Medicine) Education and Careers - Stanford Neurodiversity Summit (10/19/20)
- Google's ERG Spotlight Series: Get to know members of Google's Disability Alliance Employee Network (DA) (1/29/21)
- PEERS: Social Skills Training for Neurodiverse students (2/3-5, 2021)
- Americans with Disabilities Act Symposium (4/23/21)
- Symposium on Hispanic Studies Alumni Panel - CSU,Chico Dept International Languages, Literature and Cultures

EDI/Diversity Presentations & Collaborations by Career Center staff:

- Neurodiversity Awareness, Strengths, and Advocacy within Higher Education & the Workplace - MPACE
- Neurodiversity Awareness, Strengths, and Advocacy within Higher Education & the Workplace - PAUSE
- Supporting our Autistic Wildcats - Teach Me Tuesday for AS Staff. Co-Presented with Josephine Blagrove, Ph.D

- 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.
- All student staff attended in-person half-day diversity training on campus.
- Presented a two-part series to Men’s Soccer and 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 2020/2021 academic year: **15,146**

These numbers seem to mirror those of the University.

	Ethnicity		Gender per Ethnicity		
	Total	Percentage	Female (57%)	Male (43%)	Nonbinary (<1%)
Asian/Asian American	1256	8.29%	673	583	
Black or African American	624	4.12%	362	262	
Latino(a)	5264	34.76%	3169	2093	1
Middle Eastern	151	1.00%	86	65	
Native American/Alaskan Native	275	1.82%	160	114	
Native Hawaiian/Pacific Islander	103	0.68%	59	44	
Not Specified	399	2.63%	189	210	
Prefer Not to Answer	N/A	N/A	N/A	N/A	
Two Or More Ethnicities/Race	75	0.05%	38	37	3
White/Caucasian	6054	39.97%	3407	2641	
Unknown	945	6.24%	295*	241*	1

Total	15146	100%	8438	6290	5
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**Gender total for Unknown category is incomplete*

III. Changes in Policies and Procedures

- The minimum wage for student employees on campus increased by \$1/hour. System put in place for annual increases until 2022.

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. This year's balance is \$302,806.

Student Employment Fund (Job Location Development)

- We ended the year with a balance of \$0.

Foundation Gift Fund

- We ended the 20/21 year with an account balance of approx. \$110,734. With our Premier Partner Program, we were able to bring in \$20,000 in unrestricted funds.

Human Resources:

- Donna Deems, ASC I, resigned in April
- Ken Nass, SSP III, retired in June
- Kelly Engle was re-deployed to the Career Center from University Housing from Oct. 2020 – May 2021
- *We are in the process of replacing both the SSP III and ASC I with anticipated start dates of August 2021*
- Still working to replace both the SSP III and ASC I positions vacant at the start of COVID

Please see attached organizational chart.



Career Center Org.
Chart 7-2021.pptx

Facilities/Equipment:

Secured laptops for staff in May 2021 to help with the hybrid work model.

V. Program Assessment of Past Year

Program Objectives:

1. FOCUS2Implementation (Career and Major Planning online resource)
Betina Wildhaber did an fantastic job in leading the FOCUS2 rollout.
 - Completed promo video, instructional videos for students and an instructional video for faculty/staff.

- Rolled out FOCUS 2 to 10 pilot groups across campus.
 - Had students in pilot groups complete pre and post surveys (273 student participated)
 - Presented to stakeholders across campus to promote the benefits of FOCUS 2 (ELF, Graduation Initiative, Campus Advising Collaborative)
2. Offer Virtual Front Desk for the 2020/2021 academic year
Launched our Virtual Front Desk via zoom in the fall of 2020 and ran it through the entire school year. The hours were M-F 11-4pm. This offered students the opportunity to check in with one of our student assistants or advisors to access resources and ask questions.
 3. Career Advisors to personally call/email all December 2020 graduates
Advisors called or emailed each student (both December 2020 and May 2021 grads) within their respective colleges to check in on their job search status and remind them we are here to support their job search process. This generated additional appointments and students appreciated the personal outreach.
 4. Maintain staff morale and comradery while working in a virtual environment
Held weekly staff meetings to keep staff informed and to create a weekly touch point for everyone. Additionally, rolled out a “coffee chat” program in the spring where staff got into different pairs each week and met for coffee virtually or in person to connect and build relationships. This program was well received and the team liked the additional opportunities to connect☺

Ongoing Assessment Efforts:

Demographic Reporting

Students:

- 15,146 Student/Alumni users for the 20/21 year
- 2,950 student appointments (one-on-one and drop in advising)

Service Usage Summary



Service Usage
Summary 20-21.xlsx

Student Assessment of Satisfaction, Quality and Student Learning Outcomes

We conducted the following surveys using Handshake in the 20/21 year:

- a) First Destination Data Survey (2,196 respondents)

Outcomes

First Destination Data Outcomes

CSU, Chico

We received a 51% response rate from the 19/20 graduates. This is the highest response rate we have received to date! We emailed students 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:

- 61% either employed full time or enrolled in grad school (42% employed full time, 19% enrolled in grad school)
- 32% still seeking employment

- 5% employed part time
- 2% other/not reported

The average starting salary for graduates from the 2019/2020 class was \$51,277.

National data

According to the National Association of Colleges and Employers – [First Destinations for the College Class of 2019](#)

- 55.3% Employed full time
- 18.6% Continuing education
- 13.8% Seeking/Not Seeking
- 9.3% Employed Other
- 1.7% Service/Military

The average starting salary for graduates from the Class of 2019 was **\$54,488**.

Where our grads go

For the 2019/2020 graduates, they moved to the follow areas post-graduation

- Bay Area 15%
- Central 3%
- Northern CA 49%
- Sacramento 10%
- Southern CA 12%
- Out of State 10%
- Out of Country 1%

FOCUS2 Pre and Post surveys

Worked with **273 students** in 11 different student groups/classes to complete the pre and post surveys.

- “Easy to navigate” (46% strongly agree, 39% Agree)
- “Able to identify majors/occupations to further explore” (31% strongly agree, 44% agree)
- “Recommend to a peer” (40% strongly agree, 44% agree)

Spring 2021 Student Satisfaction Survey Outcomes

We emailed students a survey about their learning outcomes after their virtual appointments during a six week time period in the spring semester.

Purpose of appointment	Total responses
Resume/Cover Letter Review	35
Job/Internship Search	8
Practice Interview	6
Other	3
Grad School Assistance	1
Total Responses	53

- 94% of respondents said they **strongly agree** they were able to identify at least one way to improve or change their resume/cover letter as a result of their resume/cover letter review.
- 100% of respondents said they **strongly agree** they were able to identify at least one way to improve their next interview experience as a result of their practice interview.
- 87% of respondents said they **strongly agree or agree** that they were able to identify at least one additional job/internship search resource as a result of their advising appointment.
- 100% of respondents said they **strongly agree** they feel more confident about their application/personal statement for graduate school as a result of their appointment.
- 92% of respondents said they **strongly agree** they were satisfied with their appointment.

Comments:

I was nervous for this meeting but he was kind and able to help me make big changes that will help me get a lot more jobs

I wasn't aware of all the resources available to me post graduating. I'm so glad I made an appointment. It really helped me feel better about my situation.

I got a lot of great feedback and advice on my resume and cover letter. I really appreciate the help, thank you!

Instagram engagement

Best engagement on Instagram Story



Hiring
Flyer-
245
views

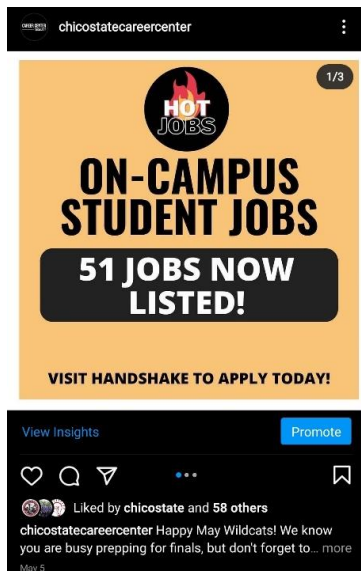


Alumni
Post-
229
views

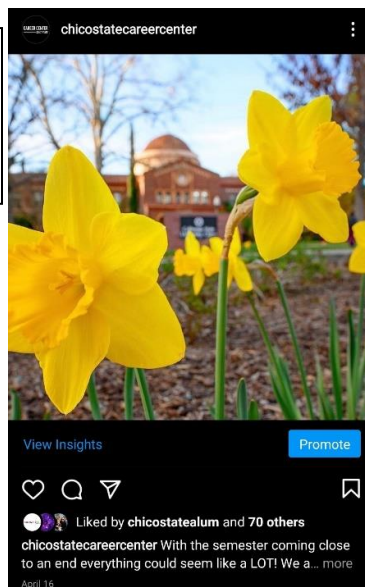


Hot
Jobs:
163
views

Best engagement on Instagram Post



On Campus
Jobs-
847 views, 61
shares



Campus
Photo-
588 views

VI. Analysis

First Destination Data Outcomes

We continue to make great improvements on the response rate from our graduates. Our goal this year was to achieve a 50% or better response rate for our 19/20 class, and we achieved a 51% response rate! Chico State fell behind the national average this year in regard to where our grads are going after graduation. 61% of our graduates that reported indicated they were employed full time or going to grad school compared to the national average of 74%. We attribute the high number of students still seeking to the pandemic effects on the labor market.

Additionally, we continue to increase the distribution of this data across campus. We consistently receive overwhelmingly positive feedback from faculty and staff and will continue to partner and share the data as needed.

Spring 2021 Student Satisfaction Survey Outcomes

Although we had a relatively small sample size, we were encouraged to see the overwhelming majority of students are still meeting their learning outcomes through their appointments with a career advisor. The responses indicate students continue to feel satisfied with their experience with the Career Center and they are leaving better prepared.

VII. Program Objectives for Next Academic Year

- I. Hire and staff office to pre-COVID staffing levels
- II. Create hybrid programming to offer students both in person and virtual service offerings
- III. Send advisors on employer visits so they can get a feel for the hiring market and office cultures post-COVID
- IV. Create a reverse career fair where employers come to meet with student officers in student clubs and organizations