

California State University, Chico

# **CAREER CENTER**

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## **CHICO STATE**

***Division of Student Affairs***  
**Departmental Annual Report**  
**2019/2020**

### **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 recruitment, retention, and graduation of students through** (*University Strategic Priority – Equity, Diversity and Inclusion Enduring Commitment – Transformative Student Experience 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
  - Meeting with the Admissions team to share student success stories and useful placement statistics
  - Assisting students with finding part time employment to support their educational and living expenses while they are in school
- **Promote and provide transformative and highly effective services to students and alumni through** (*University Enduring Commitment – Transformative Student Experience 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
  - Graduate and Professional School Fairs
  - Seminars and webinars
  - Drop in advising
  - Job and internship listing services
  - Comprehensive career selection assessment programs
- **Serve the hiring needs of the North State by providing outstanding internship and career services through** (*University Strategic Priority – Civic & Global Engagement 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 Enduring Commitment – Culture of Excellence and Accountability 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
  - Ongoing and intentional outreach to faculty, departments and deans
- **Administer an active and assertive program of financial development as an avenue to encourage corporate donations.** (*University Enduring Commitment – Culture of Excellence and Accountability*)
  - 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 Enduring Commitment – Prominent Scholarship and Innovation and Student Affairs Goals #1, #2 & #3*)
  - Attend and present at regional and national conferences.
  - Utilize online and in-person surveys throughout the year to assess programs and needs.
  - Promote professional development amongst staff.

***The Chico State Career Center and Student Employment Office were last reviewed in July 2019.***

## **II. Career Center Accomplishments**

### **Highlights:**

- Due to COVID-19, we pivoted in March to offer our services virtually for the remainder of the semester and summer of 2020. Here are a few of the highlights for our virtual programming.
  - Seamlessly transitioned all 1:1 appointments to virtual within the first week of working from home
  - Advising team personally reached out to all May 2020 grads either by phone or by email to check in on their job search status and to remind them of services available
  - Seamlessly coordinated the transition of entire student assistant team to work remotely through the spring and summer.
  - Student staff called all students with Dec. 2020 and May 2021 anticipated graduation dates to remind them of our services and to offer to schedule an appointment
  - Offered drop in advising via zoom during the summer
  - Created and implemented a 6-week programming plan where advisors presented a webinar each week through the spring semester
  - Presented a webinar on “Student Employment on campus starting with Handshake”
  - Presented a webinar on “Graduating in a few years? Enhance your online presence”
  - Partnered with the Alumni & Parent Engagement Office and the College of Business to offer a webinar titled “Graduating in Crisis: lessons in Resilience”
  - Partnered with the Alliance for Workforce Development to put on a summer webinar on “Local Chico Area Job Outlook”
  - Created 12 unique videos for Instagram to increase engagement over the spring and summer
  - Led a Virtual Interview Panel with the Peace Corps, City Year and AmeriCorps
- First Destination Survey response rate increased to just over 50% for 2018/2019 year with 2,285 responses from recent grads. This is up 3% from the previous year

- Posted over 28,000 jobs on Handshake, our job database platform
- Received 77,370 visits to our Handshake database for the 19/20 year
- Launched FOCUS2 in the spring 2020 and were able to offer this resource to all students attending Summer Orientation
- Increased Instagram followers to 1,400 followers from 1,000 the previous year (Engagement is up to 600+ views per post)
- Partnered with JC Penney's for the 2nd annual JCP Suit-Up event attracting over 700 attendees
- Continued to offer and build the Career Center Volunteer Team primarily as a way for 1<sup>st</sup> Gen and underrepresented students to gain experience on campus
- Grew the Premier Partnership Program (sponsorship program) to 10 sponsors for a total of \$30,000
- Career Center Internship Program sponsored by Kohl's for 9<sup>th</sup> year in a row
- Received a \$10,000 grant from Enterprise Holdings in March 2020
- Received a \$2,000 GI2025 award to create a Trans\* &/or Gender Non-binary Wardrobe for Wildcats fund. Created a website page, funding application and worked with Trans\* &/or Gender Non-binary staff and faculty partners to develop applicant pool
- Put on the 14<sup>th</sup> 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
- 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 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
- Partnered with Philadelphia Insurance to offer the 2<sup>nd</sup> annual Cat's Chat to 120 student athletes
- Partnered with the College of ECC Student Success Center to host a presentation by Beacon Hill Staffing on the "The Place of Third Party Recruiters in the Tech Industry"
- Collaborated with the College of Natural Sciences Dean and Student Senator to host of Chemistry Alumni/Industry Panel
- Partnered with the Alumni & Parent Relations Office to hold an "Alumni Recruiters Event" in both the fall and spring.
- Ken Naas, Career Advisor, was elected to be the Vice President of the Alumni Association
- Led approval process for the student employee minimum wage increase on campus

### **First Destination Survey Data increased to 50%**

Working hard to provide the University with meaningful placement data, we were able to collect a 50% response rate from the 18/19 graduates (2,285 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.

### **Successful transition to virtual**

Our transition to virtual was seamless. All advisors were up and running on day one of working from home. We were able to keep all scheduled student appointments and converted them to zoom or phone appointments. Our website was updated immediately and we had virtual program offerings scheduled by April.

### **Partnerships with departments across campus**

We continue to build strong partnerships across campus. This past year we collaborated with the following departments to offer programming to students and alumni.

- Academic Advising Programs
- Alumni & Parent Engagement Office
- Associated Students
- Chico Student Success Center (CSSC)
- College of Ag
- College of Behavioral and Social Sciences
- College of Business
- College of Communication and Education
- College of Engineering, Computer Science and Construction Management
- College of Humanities and Fine Arts
- College of Natural Sciences
- Cross Cultural Leadership Center (CCLC)
- Dream Center
- Educational Opportunity Program (EOP)
- Latinos in Technical Careers student organization (LTC)
- Mathematics Engineering Science Achievement Program (MESA)
- Orientation and New Student Programs
- PATH Scholars
- Raising Educational Achievement in Collaborative Hubs (REACH)
- School of Education
- Student Life and Leadership
- Student Support Services (SSS)
- TriO
- University Housing
- Veterans Education Support Team (VEST)
- Wildcat Leadership Institute

### **Diversity Efforts:**

- **Goal #1:** Support trans\*/non-binary students seeking gender confirming professional wear  
Met:
  - The Career Center applied for and received \$2000 from the Student Affairs GI2025 budget to offer one-time funding to support Chico State Trans\* and non-binary students building their professional wardrobe. Developed the application process, logo, and temporary website. Partnered with TTF to review and provide feedback on funding application, temporary website, and logo. Trans\*/non-binary students will be awarded \$100-\$500 sums of money to purchase

professional clothing of their choice. Currently reviewing applications with the intention to award money fall 2020.

- **Goal #2:** Create an employer expectations video to play just before the start of our career fairs.  
Met:
  - Created video that focused 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.
- **Goal #3:** Purchase armless chairs for advising offices to create a more welcoming environment for students and alumni of all sizes.  
In progress:
  - Worked with Esplanade Furniture to identify armless chairs and samples several for the office. A decision to purchase was not made before COVID hit, so this will need to be revisited when we return to campus.

Additional diversity efforts:

- All Career Center staff signed up for the diversity welcome receptions to ensure our support and presence at each one
- Jeff Harrington presented at our regional conference, the Mountain Pacific Association of Colleges and Employers on *"Seeking Tech Enthusiasts who like Inclusion"*
- Megan Odom presented at our regional conference, the Mountain Pacific Association of Colleges and Employers on *"Engaging Underrepresented Students in Career Development Through Volunteering"*
- All student staff attended an Unconscious Bias/Customer Service training
- Betina Wildhaber, Career Advisor, attended an Autism Career Services tour at Cal State East Bay
- 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
- Career Center Volunteer Team – targeted 1<sup>st</sup> and 2<sup>nd</sup> 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 8<sup>th</sup> Annual Wildcat Transfer-mation, to support incoming transfer students
- 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 Dream Center to provide a confidential space for the visiting CSU Immigration lawyer to meet with students one on one
- 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
- TriO
- Dream Center

**Gender and diversity of students using the Career Center**

Number of students using Career Center services the 2019/2020 academic year: **15,467**

These numbers seem to mirror those of the University.

Ethnicity	Ethnicity		Gender per Ethnicity		
	Total	Percentage	Female (56%)	Male (44%)	Non-binary (<1%)
Asian/Asian American	1112	7%	601	511	
Black or African American	540	3.41%	296	244	
Latino(a)	4800	30.28%	2864	1935	1
Middle Eastern	140	0.88%	70	70	
Native American/Alaskan Native	265	1.67%	159	106	
Native Hawaiian/Pacific Islander	83	0.52%	51	32	
Not Specified	411	2.59%	199	212	
Prefer Not to Answer	5	0.03%	2	3	
Two Or More Ethnicities/Race	73	0.46%	34	38	1
White/Caucasian	5612	35.40%	3110	2499	3
Unknown	2812	17.74%	637*	560*	
<b>Total</b>	<b>15853</b>		<b>8023</b>	<b>6210</b>	<b>5</b>

*\*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.

○ **Student Employment Fund (Job Location Development)**

- We ended the year with a surplus of \$4,541.

**Foundation Gift Fund**

- With our Premier Partner Program, we were able to bring in \$30,000 in unrestricted funds and \$6,000 of restricted funds. We have been able to use these funds for our office redesign, intern wages, campus events and conference expenses.

**Human Resources:**

- Brianna Ellis, SSP III, left in August.
- Barbara Johnson, ASC I, left in October.
- Kendra Wright, SSP III, left in December.
- Lora Ferguson, ASC I, retired in December.

- Liliana Valdes, ASC I, was hired in October to replace Lora Ferguson as our Events and Assessment Coordinator.
- Betina Wildhaber, SSP III, was hired in November to replace Brianna Ellis as a Career Advisor. The SSP III, Career Advisor position to replace Kendra Wright, recruitment was canceled in March due to COVID-19.

*We are hoping to replace both the SSP III and ASC I as soon as budgets allow.*

*Please see attached organizational chart.*



Career Center Org.  
Chart - Aug. 2020

**Facilities/Equipment:**

Group advising area refresh – ordered chair and tables for group advising area.

**V. Program Assessment of Past Year**

**Program Objectives:**

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.

**Outcome:**

In the start of the fall semester, advisors worked to identify classes with large numbers of sophomore students. They reached out to faculty and some were successful in making their way into these classes. The sophomore event has been put on hold until we are back on campus.

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.

**Outcome:**

Jeff Harrington created a script and worked with CMT to create the video. Students were used to communicate employer expectations and highlight diversity. The video launched at the start of the Business Career Fair in September 2019 and we received positive feedback from employers.

3. Evaluate and create programming for satellite success centers e.g. STAR Center, BSS, Ag, etc.

**Outcome:**

Each advisor worked to create relationships with their respective college student success centers. They offered programming and partnered throughout the year on presentations, webinars and outreach efforts.

**Ongoing Assessment Efforts:**

**Demographic Reporting**

**Students:**

- 14,127 Student/Alumni unique users for the 19/20 year
- 3,792 student appointments (one-on-one and drop in advising)

## Service Usage Summary



Career Center stats  
19-20

### Student Assessment of Satisfaction, Quality and Student Learning Outcomes

We conducted the following surveys using Handshake in the 19/20 year:

- a) First Destination Data Survey (2,285 respondents)
- b) Graduate School Fair Attendee Survey (28 respondents, approx. 10% of attendees)

***Unfortunately, due to COVID-19, we did not perform our annual spring student satisfaction survey or drop in survey.***

### Outcomes

- **First Destination Data Outcomes**

- **CSU, Chico**

We received a 50% response rate from the 18/19 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:

- 69% either employed full time or enrolled in grad school (55% Employed full time, 14% Enrolled in grad school)
- 22% still seeking employment
- 7% employed part time
- 2% other/not reported

The average starting salary for graduates from the 2018/2019 class was \$50,182.

- **National data**

According to the National Association of Colleges and Employers – First Destinations for the College Class of 2018 <https://www.naceweb.org/job-market/graduate-outcomes/first-destination/class-of-2018/>

- 74% Either employed full time or enrolled in grad school (55% Employed full time, 19% Continuing education)
- 14% Seeking/Not Seeking
- 9% Employed Other
- 2% Service/Military

The average starting salary for graduates from the Class of 2018 was \$54,894.

- **Where our grads go**

For the 2018/2019 graduates, they moved to the follow areas post graduation

- Bay Area 18%
- Central 4%
- Northern CA 41%
- Sacramento 12%
- Southern CA 13%
- Out of State 10%



- Out of Country 2%
- **Grad School Fair Attendee Survey, Fall 2019**
  - Why did you attend the Graduate School Fair? This was an open-ended questions and answers fell into the categories below
    - To see what schools were there
    - Thinking of going to grad school
    - To explore options and get my foot in the door
    - Curiosity
    - Looking for a specific grad program
    - To learn more about certain programs
  - We also asked questions about how to improve future fairs, what they found most/least useful, outcomes and whether the name represented the event.

## VI. Analysis

Although our program assessment was cut short due to COVID-19, below is our analysis on our outcomes.

### 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 18/19 class, and we met that goal. Chico State fell behind the national average this year in regard to where our grads are going after graduation. 69% of our graduates that reported indicated they were employed full time or going to grad school compared to the national average of 74%. It is likely that as our response rate increases, these numbers may slowly tick down, but we are looking into additional reasons for this decline.

Additionally, we continue to increase the distribution of this data across campus. This was the first year we started sharing data specific to colleges and departments. We received overwhelmingly positive feedback from faculty and staff and will continue to partner and share the data as needed. We will once again use this outcomes data to compile a new Highlights flyer and will be promoting this data to all colleges on campus this year.

### Graduate School Fair Survey

As we struggle to increase the number of students attending our Graduate School Fair, we surveyed our attendees to see why there attending, what they got out of the experience and how we could better market the fair. What we learned is that the name is working, students mostly come to explore and ask questions to representative in-person and that they wish more of their programs of interest were in attendance (this is a hard one, but a good challenge to us to work to get a more diverse group of schools to attend.)

## VII. Program Objectives for Next Academic Year

1. FOCUS 2 Implementation (Career and Major Planning online resource)
  - Fall 2020
    - a. Complete promo video, instructional videos for students and an instructions video for faculty/staff
    - b. Roll out FOCUS 2 to 10 pilot groups across campus

- c. Have students in pilot groups complete pre and post surveys
- Spring 2021
- d. Present to stakeholders across campus to promote the benefits of FOCUS 2 (cabinet, academic senate, UTAC, Chairs Council, Dept. meetings, Campus Advising Collaborative
2. Offer Virtual Front Desk for the 2020/2021 academic year
    - a. Offer students the opportunity to check in with one of our student assistants to access resources, ask questions or to meet with an advisor. We are hoping this low barrier/easy access approach will be a great resource for students and result in more appointments and questions answered.
  3. Career Advisors to personally call/email all December 2020 graduates
    - a. Because of the uncertainty and downturn in the job market, we feel it is especially important this semester to have a hands-on approach to reaching out to our grads. Advisors will call or email each student within their respective colleges and to check in on their job search status and remind them we are here to support their job search process.
  4. Maintain staff morale and comradery while working in a virtual environment
    - a. With an unknown return to campus date, we will work to find opportunities to connect and support each other as we all continue to work from home. Opportunities for professional development will be explored and weekly staff meetings will be held to give the team a chance to share and connect.