

# **Career Services 2015-2017 Program Review**

## **Executive Summary**

Career Services continues to build a strong service for students that aligns and supports the strategic plan. This past review cycle the center enjoyed strong growth with a new online job board, added an Internship Fair each semester, added a Career Explorers workshop for undecided students, a LinkedIn workshop, and began delivering these and other workshops to JobTrain students in Menlo Park as part of community outreach. In addition, we continued to broaden and refine the offerings on our career website. Moving forward, the center will continue to establish recruiting partnerships, develop resources, and support the larger initiative of the integration of career and instruction through internships, workshops, class presentations and Guided Pathways.

## **Mission**

The mission of Career Services is to provide guidance and resources to a diverse student body for the achievement of students' career-related goals. In partnership with students career services will facilitate lifelong career development through self-awareness, career exploration, career decision-making, and the implementation of their career choices. In partnership with faculty and staff, career services will provide information, programs, and consultations to help them better understand the career-related needs of students. In partnership with employers, career services will maintain existing and develop new relationships with a significant base of employers who have an on-going interest in the employment potential and careers of students and alumni.

## **Program Description**

Career Services assists students in developing both short and long-term education, employment and career goals. Career Services are open to anyone who needs assistance with making career decisions. Educational and occupational information is available to explore at a student's own pace. Our resource materials include career information that describes duties, responsibilities, present and future career trends, and salary ranges.

Additionally, college success and other career classes offered by the Counseling Department assist students to explore career options. Courses such as Career 137, 401, 407, and 430 help prepare students for careers and college.

We also provide events that bring together employers, students, faculty, and staff such as Job, Internship, and company information sessions. We also assist students and alumni with workshops in resume writing, interview preparation, job search, and LinkedIn basics.

## **Community and Labor**

The current economic climate is strong in the peninsula and as such, employers are hiring in greater and greater numbers. The Career Center has record numbers of employers wanting to attend our events and speak with our students about employment and internships. That being said, the current state of housing in the peninsula is making it harder and harder for many students to both work and go to school. This translates to lower enrollments on campus, but thankfully, student counts at events is at the same level as it has been at past events. It will be a larger challenge to increase attendance numbers at events given these new realities.

Beginning spring 2018, the Career Center has begun to give workshops once a week to JobTrain students at the Menlo Park location. Part of this is to reach out to the community and help provide some career guidance to their students but also to allow the students to connect with the college and choose to further their education with us in the future.

## **Major Accomplishments**

Our major accomplishments in the last cycle include:

### **1. Internship Fair**

In the fall of 2014, the Career Center began to focus on connecting more students with internships and offer avenues for all students in degree and certificate programs. While the center made some great connections that were direct avenues for students, it became evident that we needed to do more than the time consuming and labor-intensive cold calling our other demands and limited staffing allowed.

As mentioned in the planning section of our last review, in an effort to jump start access to local internships for our students, the Career Center held its first Internship Fair in the spring of 2016. While we only had 25 employers attend, we had over 140 students that came to speak with them. This showed that there was interest by students for these opportunities. Each internship event since then has steadily increased the number of employers and students in attendance. In fact, our fifth event this spring drew 47 employers, which is an increase of 88% from our first event, and is just a few employers short of matching our job fair attendance. Further, student participation has gone from 140 to a little over 200 students at our most recent event, an increase of 42%. It should also be noted that only 8% of employers attend both events, which effectively increases the number of unique employers our students have direct access to.

### **2. Company Information Sessions**

The Career Center has hosted information sessions by employers and also sponsored field trips to employers over the last two years. We have hosted The San Francisco International Airport in both the spring of 2016 and 2017, highlighting their summer internships and exposing students to a vast variety of airport careers that range from minimal education to advanced degree careers. In addition, the San Mateo/Foster City School District, Nordstrom's, ChildCare Careers, and others have come and presented on their businesses.

The Career Center has also sponsored field trips for students to businesses in the bay area. For example, in the fall of 2015 and 2016 and in collaboration with Skyline and CSM, we took 30 students to the Architectural firm SmithGroupJJR in San Francisco, where they were given tours and presentations by each department in the company. This was very beneficial to the students as they realized that there were many opportunities to have a career in such a company that didn't necessarily have to do with being an architect or engineer. Another field trip in the spring of 2016 was to Restoration Hardware where 31 Interior Design students from Cañada went and spent the morning in the Palo Alto location learning about the company and its many opportunities. Both management and sales coworkers spoke to the group and provided information about the paths they took in their careers to bring them to their current positions.

### **3. New Job Board**

In the summer of 2017, we changed the vendor for our Career Management System (CMS) from Symplicity to College Central Network. For the same expense, we gained a much more robust online and mobile job board, a way to manage and promote our events including the processing of registration fees. In addition, students also gain access to Podcasts and videos on careers, job hunting, resume building, networking, and more. Further, we also added a module that allows the complete management of our Co-op program which the Director of Workforce Development and the Faculty Coordinator of Co-op are working to incorporate into the program.

The job board did not go live until October of 2017, which falls outside of this program review. However, based on the number of students and employers who have made accounts on the system in the last 4.5 months I fully expect to be at or beyond the level of participation, we were with the other system by the time of our next review.

### **4. Recruitment Wednesday's**

In the fall of 2015, the Career Center created Recruitment Wednesday's as a way to give students some consistency about when employers would be on campus each week. Prior to this, we had employers scattered during the week, which caused us to communicate last minute to our students about visits. Having a set day each week also gives employers the ability to plan and commit to visits during the semester. Further, each Monday we communicate with students about what is happening at the Career Center that week in regards to visiting employers, any time sensitive job announcements, and upcoming events. Employers sign up for these days on our website and both they and students can see a calendar of who is coming for each month of the semester. <https://canadacollege.edu/careercenter/recruitment.php>

During the reporting period, we had 36 Recruitment Wednesday events with 108 employers attending and approximately 360 students dropping by and showing interest.

## 5. Job Fair

Our job fair continues to be our main event of each semester in terms of employer and student attendance. As stated in the last review, since adding a second event in the fall of 2014 we actually increased participation by employers and students for each event, and this trend has held in the 5 semesters since. Also, each semester we have between 80 and 90 employers wanting to register for the event but due to space we can only allow 63 to attend. It is our hope that the new building one will provide a larger space opportunity to expand our hiring event when it is completed. During this reporting period, we had a total of 260 employers and 984 students attend our job fairs.

## State of the Program

As the Career Center settles into its fifth year, we have built a center that is constantly growing in the number of students that are being served, the services offered, and the execution of large scale events that bring both internal and external communities and students together. Below is a summary of our strengths and challenges.

### Strengths

#### Students Served

Below is a breakdown of student contact with the Career Center.

- 2015-2017 Total Students Seeking Services = 2118
- 2015-2017 Total Drop-In = 707
  - Advising = 425
  - Interview Help = 16
  - Job Search = 130
  - Resume Development = 136
- 2015-2017 Appointments = 789
  - Career Advising = 320
  - Interview Help = 12
  - Job Search = 102
  - Resume & Cover Letter Development = 355
- 2015-2017 Workshop Attendance = 622
  - In class workshops = 22
    - Students Attended = 506
  - Standalone Workshops = 12
    - Students Attended = 116
- 2015-2017 Hiring Events
  - Job Fair
    - Students Attended = 984
    - Employers Attended = 260
  - Internship Fair

- Students Attended = 696
- Employers Attended = 103
- Employer Tabling (Recruitment Wednesday and Other Days)
  - Students Attending = 712
  - Employers Attending = 193

## **Job Fairs**

We host one of the largest job fairs in the bay area for a community college in terms of employer attendance. Every semester we reach our capacity of 65 employers, while student participation holds steady semester over semester at an average of 246 students.

### 3 Reasons for turnout

- Counselors/Faculty encouraging students and or bringing their classes.
- Marketing
- Day of event marketing using volunteers and signage to direct interested students to the event.

The fall and spring job fairs during the 2015-2017 cycle saw 984 attendees. Of those, 424 returned their lunch tickets with our survey on it. We subtract the number of left over tickets from the total number handed out to get an approximate head count.

- The students were asked what their overall experience of the job fair was.
  - Excellent - 52%
  - Very Good - 28%
  - Good - 14%
  - No Response - 6%

## **Internship Fairs**

As mentioned in the accomplishment area, we added and hosted three internship fairs during this latest review cycle. The fall and spring internship fairs during the 2015-2017 cycle saw 500 attendees. Of those, 296 returned their lunch tickets with our survey on it.

- As with the job fair, students were asked what their overall experience of the event was.
  - Excellent - 26%
  - Very Good - 40%
  - Good - 23%
  - No Response - 9%

## **Workshops**

Our standalone workshops are well attended with an average of nine students at each workshop. However, our impact is four times larger when we are invited to hold a workshop in the classroom, which happens on average eight times a semester.

In the spring of 2017, we designed and added a LinkedIn workshop for our students, which we piloted in the fall of 2017 at JobTrain in Menlo Park.

In addition, in the spring of 2017 Career Services, Assessment and Orientation, and the Career Counselor came together to develop a Career Explorer workshop for our undecided students. We decided we would start with the incoming fall students and ask them during their orientation survey if they were undecided on their major. The goal here is to then contact these students at the beginning of each semester and offer them the opportunity to attend a workshop that will give them the tools to research majors of interest. Students are put through a networking icebreaker, debriefed, and then moved to taking a survey based on the Strong Interest Inventory. From there, they are shown how to use their results to research areas of interest.

### **JobTrain Workshops**

While not the focus of this current review, in the spring of 2017, we held discussions and planning meetings with workforce development and JobTrain to offer the Career Center's workshops at JobTrain. We are currently offering one workshop a week at JobTrain and are rotating our resume, cover letter, interview, and LinkedIn workshops to their students. As mentioned in the Community section, this gives us the opportunity to reach out to their students and be a possible bridge to attendance at Cañada if that is where their path takes them.

## **Challenges**

### **Expanding the Career Center's services**

The Center currently operates with one full time supervisor and a permanent part-time aide at 18 hours a week. As such, we are reaching the limits of what we can add and manage to our services. I will be submitting a request to move the aide to full time in fall 2018.

### **Tracking students who have gotten jobs and internships from events**

This is a challenge for the center. We currently, email employers and students a month after an event and ask them to fill out an online form letting us know if they have hired/interned any students, or were hired. Combined responses average 6 per event. We know more students are getting hired and getting internships because some will come into the center and tell us. We typically speak with 10-20 students per event about their new positions. Students usually tell us they did not see the email when asked why they did not fill out the form, or say they do not use the school email.

Notification form link: <https://canadacollegecareerfair.wufoo.com/forms/z19cp85b0xuopym/>

### **Tracking event attendance**

This is a carryover from our last review cycle. Our current system of tracking attendance, lunch tickets returned vs total number of tickets distributed, gives us an approximate picture, but there is always room for improvement. We purchased a handheld wireless scanner like the one ASCC uses after the last review cycle to scan student ID cards in hopes of getting back better

data. However, while testing the system in The Grove was a success, the system utterly failed during the first event because of all the people in the room blocking the wireless transmitter signals. For our next event, we positioned the transmitters 10 feet off the ground to similar results. Ideally, we need a one point of entry into The Grove during events, but that would affect safety. Even though it is not 100% accurate, using the tickets is the best system for us at this time.

### **Promoting the Center**

Just like any business, the Career Center continually markets its services and events to the campus in order to stay in students' minds. While challenging at times, we are lucky to have a lot of support in getting the word out. From faculty inviting us into their classrooms, to programs making stopping by the Career Center part of their process it all helps students feel comfortable using our services when they need them.

### **State of the Program – Evaluation**

One of the changes that could be implemented to improve the program include increasing the permanent Career Resources Aide position from part-time to full-time. Increasing the position to full-time would at a minimum, allow full coverage of the center with little or no down time from the perspective of students. The 18 hours a week currently approved for the position are not sufficient to cover the times when I must be away at meetings, presentations, and workshops. Further, a full-time position also would allow for greater flexibility and offerings in services, such as:

- More/new workshops with additional times and days
- Better outreach into the classroom beyond workshops
- Increased student appointments
- Ability to keep the employer contacts current from turnover
- Ability to follow up with employers over the phone about student hiring's from events

Expanding the variety of our workshop offerings that enhance support services we already provide will strengthen the center.

One of the workshops that we would like to develop and offer is one on professionalism in the workplace. This workshop would focus on how to interact with co-workers. Employers want new workers to be responsible, ethical, team oriented, and to possess strong communication, interpersonal, and problem-solving skills. These soft skills are critical to keeping and advancing in a job/career.

Another workshop that we would like to develop and offer is one on the job search. We see so many students who don't know what tools are out there to help them and also don't know how best to use job search engines to get the information they need to apply for a position.

## Current SAO and SLO

### SAO

- Expand internship offerings and Co-Op opportunities for students by hosting a spring Internship Fair in 2016.

### SLO

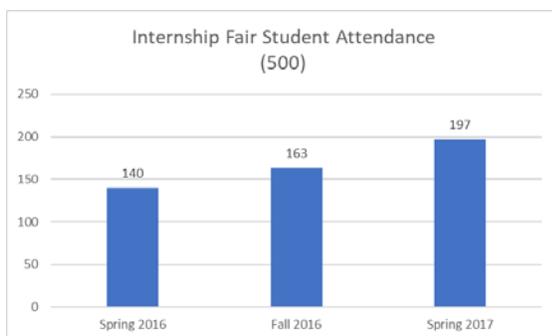
1. List 3 things to include on a resume
2. On average, how many examples should you put into a cover letter?

### SAO Assessment Plan

The spring 2016 internship fair was such a success that we have held one every semester since. To assess growth, interest, and effectiveness, the internship fairs were assessed with student and employer headcounts, satisfaction surveys, and notification of students placed into internships from the events.

### SAO Assessment Results

The assessment results were very encouraging and convinced us to keep hosting the event and bring these internship opportunities to our students. As stated in our strengths section, student participation for the three events held during this cycle was 500. Employer participation was 103. Attendance graphs, employer and student survey results are below. The one area of disappointment in our assessment data is the lack of response from employers and students from requests by us to be notified if an internship was offered.



- Students were asked what their overall experience of the event was.
  - Excellent - 26%
  - Very Good - 40%

- Good - 23%
- No Response - 9%
  
- Employers were asked about their overall experience of the event.
  - Exceeded Expectations – 66%
  - Met Expectations – 26%
  - Did not meet expectations n/a
  - No Response – 8%

### **SLO Assessment Plan**

These SLO's measured students learning of content from workshops using pre/post surveys. Students were given the survey at the beginning and end of each workshop.

### **SLO Assessment Results and Impact**

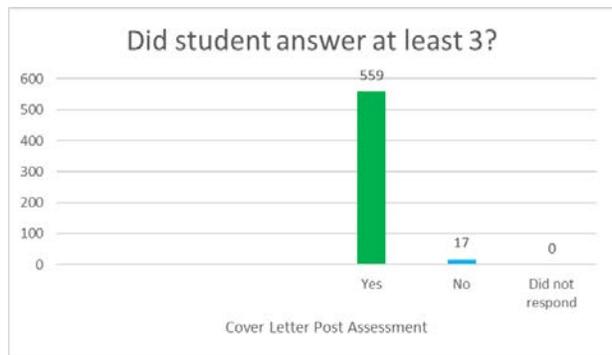
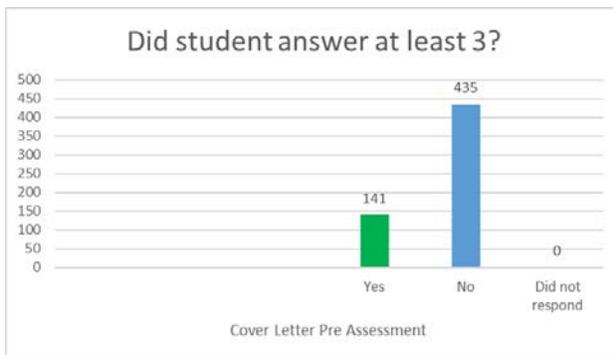
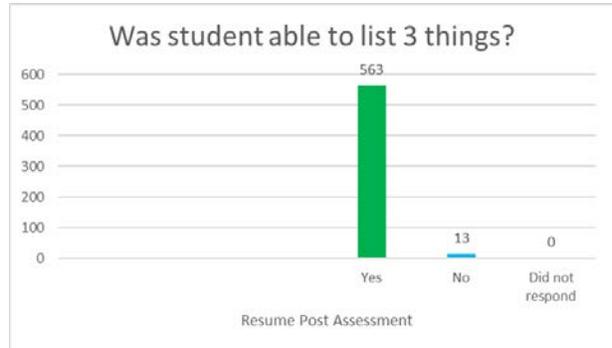
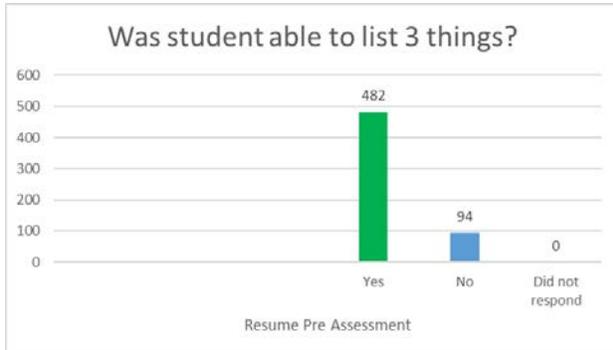
The Career Center presented its Resume and Cover Letter Workshop to 576 students in this review cycle and as seen in the graphs below, overall, students retained the information presented in reference to the survey questions.

Based on some of the results from the last cycle, the resume/cover letter workshop was redesigned to incorporate a hands-on portion with the Career Centers online resume builder. With this change, we run through the basics of resume creation and then we have the students make accounts on the system and then run them through its features. If time allows, we encourage them to start building their resume. The impact of having students use an online builder is high because it takes much of the stress out creating a resume since the student doesn't have to worry about formatting and are walked through every aspect of creation. In addition, our system also has a cover letter module to help them create and understand the purpose of cover letters as well.

## SLO Survey Questions:

1. List 3 things to include on a resume?
2. How many applicable skill examples should you put into a cover letter?

Below is the data from the surveys



## SAO and SLO's for the Next Review Cycle

State your SAOs and SLOs for the next review cycle. Describe how you will address identified opportunities for improvement.

### SAO for the next review cycle.

- Develop better reporting method to track students who are offered positions and internships through the career fairs.
  - Work with employers in a more personal way to get buy-in
  - Understand who the decision makers are at the hiring level
  - Understand which businesses students are getting exposure at and explore how to tie into classroom learning.

## **SLO's for next review cycle**

The SLO for this cycle will focus on our new LinkedIn workshop. A survey will be given at the end of the workshop to assess learning.

Questions asked on the survey:

1. List 3 of the 7 steps needed to complete your profile.
2. What kind of personal photo works best on LinkedIn?
3. What should you always do when requesting a connection?

## **Equipment**

The Career Center needs to replace its color printer. Currently, we have an all in one printer scanner combo however the printer is failing. It does not produce correct colors, and streaks all the pages. This machine is critical to the center as we print and post all of our job announcements that come to us through email in addition to our own work-related needs, and career related documents for students.

The Career Centers 5 computers are also due to be replaced and are out of warranty.

The computers and printer will come out of the IT budget for campus.

## **Personnel**

I will be submitting a Hiring Request in the fall 2018 semester to Increase the Career Resource Aide from part-time to full-time. Details are located in the planning area below.

## **Planning for 2017-2019**

### **1. Hiring Request**

- a. Fall 2018
- b. Increase Career Resource Aide from part-time to full-time
  - i. Increasing the position to full-time would at a minimum, allow full coverage of the center with little or no down time from the perspective of students. The hours currently approved for the position are not sufficient to cover the times when I must be away at meetings, presentations, conferences, and workshops. Further, a full-time position also would allow for greater flexibility in services. Finally, there is also the question of turnover. The position at part-time does not provide a living wage and as such scheduling involves working around another position the Aide will probably have with hours that may not sync ideally with the center. Additionally, the center might be able to keep someone in the position for a longer period of time vs them looking for full-time positions with benefits.

2. **Begin offering a LinkedIn workshop on campus.**
  - a. We have begun piloting this workshop at JobTrain and will bring in on campus fall 2018.
  
3. **Create two additional workshops**
  - a. **The Job Search**
    - i. We see many students who do not know what tools are out there to help them search for jobs, and do not understand how best to use job search engines to get the information they need to apply for a position.
  - b. **Professionalism in the Workplace**
    - i. The focus will be on how to interact with co-workers. Employers want new workers to be responsible, ethical, team oriented, and to possess strong communication, interpersonal, and problem-solving skills.