

2019-2020 Program Review



CAN Program Review (Student Services) - Career Services (Odd Year)

Program Review Narratives

2019-2020

Student Services Program Review (SSPR)

Lead Contact Person: Robert Haick

Writing Team: Robert Haick

Executive Summary

0. Executive Summary: Having served 2031 students this past cycle, Career Services continues to build a strong service for students that aligns and supports the strategic plan. This past review cycle the center enjoyed continued growth with the online job board, added an evening ECE Job Fair in the spring 2019 semester, continued to offer a Career Explorers workshop for undecided students, a LinkedIn workshop, and also continued 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 such as our newest offering Road Trip Nation. Center coverage is again our primary challenge since we lost our Career Services Aide in February of 2019. We are in the beginning stages of the hiring process to replace this position. Moving forward, the center will continue to establish recruiting partnerships, develop resources, and support the larger initiative of supporting the integration of career and instruction through internships, workshops, class presentations, Workforce Development, and as the college moves from the inquiry and exploration phase of Guided Pathways to implementation.

Program Context

1. 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.

2. 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 help support Counseling Department and other department courses by going into the classrooms and presenting workshops on a variety of topics. In turn, students from the classes come into the Center to seek additional help/tools.

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

3. Community & Labor Needs: As in the last review, the 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 ever increasing cost of housing in the peninsula is again 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 over the years. It will be a larger challenge to increase attendance numbers at events given these realities.

Beginning spring 2018, and running through the end of the fall 2018 semester, the Career Center delivered workshops once a week to JobTrain students at the Menlo Park location. Part of this was 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. The Career Center will also provide some workshops attached to the offsite CRER 137 at the county offices and JobTrain in the Fall of 2019.

4. Equity & Access: Nothing Entered.

Looking Back

4. Major Accomplishments: Our major accomplishments in the last cycle include:

1. ECE Job Fair

In the spring of 2019, we held our first stand-alone ECE job fair for students. This event was held in the evening to help support our evening students and was something our education employers were asking us to explore. We had 25 employers attend the event and 67 students. While not a large student turnout, it did show that there was interest by students. After surveying both the students and employers we have decided to continue offering this event, but during the daytime only. The daytime ECE job fair will take the place of the fall internship fair starting in the fall of 2019. The reason behind this is that while good, our fall internship fairs drew fewer employers than our spring event which we will continue to offer. In addition, rotating different events in and out some semesters will hopefully increase student and employer participation.

2. Google Day

In what we hope to be an annual summer event, we hosted 50 Google Employees on campus to work with our students on their resumes, cover letters, and interviewing skills to prepare them for the realities of the job market during and after graduation. 50 students also participated and were paired one-on-one with a Googler in a series of rotations of the above-mentioned sessions. In addition, six of the Googlers were part of an hour-long Q&A Panel discussing their career paths, education, work environment, and other topics related to a professional tech environment.

3. Hospitality Job Fair

Another new "focused" fair we offered in the 2019 spring semester, the Hospitality Job Fair saw us partner with the San Mateo County Convention Center to bring 25 hotel and related businesses to campus. The focus of this event was to offer information about the employers current job opportunities, but also avenues for continued growth within the organization as the students college career and experience develop.

4. 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 here in our last review, 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 seventh event this spring drew 47 employers, which is an increase of 30% from all of our events, and is just a few employers short of matching our job fair attendance. Further, student participation has remained consistent at a little over 200 students at our most recent event. It should also be noted that the event continues to draw only 8% of employers who attend both events, which effectively increases the number of unique employers our students have direct access to.

5. Company Information Sessions

The Career Center has continued to welcome speakers on campus to talk about their career paths, what it takes to work in their field/company, and discuss any openings and or internships available.

As highlighted above, this cycle, we had the pleasure of welcoming Google co-workers on campus, as well as a number of professionals who have formed a group called PLUG (People Like Us Group) to come and speak with our students. Members of this group are Lawyers, Doctors, Real Estate professionals, Insurance, and Financial Management Experts to name a few. In addition, we continue to host the San Francisco International Airport highlighting their summer internships and exposing students to a vast variety of airport careers that range from minimal education to advanced degree careers. Further, the San Mateo/Foster City School District, Nordstrom's, Stanford Medicine, 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 such as the collaboration with Skyline and CSM, in which 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. While this is a great way for students to “feel” the environment of a company, it is extremely expensive due to transportation costs, so we have focused more on inviting employers on campus to share this same information.

6. Online 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.

The job board did not go live until October of 2017, which fell outside of the last program review. At that time, and based on the number of students and employers who had made accounts on the system in the first 4.5 months I fully expected our numbers to be at or beyond the level of participation, we were with the other system by the time of this review. I’m happy to report, that while we are at the same level of student participation with 773 students using the system, we are somewhat below our employer participation with 2743 active employers. This is down from the 4000 employers we had on the other system at the time of the transition, but many of those lost accounts can be attributed to employers who have gone out of business, changed their hiring practices, or were no longer interested in promoting direct to the college. However, the fact that we had to start over from scratch getting employers and students to use the new system our numbers are excellent over the last two years.

7. 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 this reporting period, we had 61 Recruitment Wednesday events with 197 employers attending and approximately 655 students dropping by and showing interest. This is an increase of 82% for employer visits and 80% in student engagement with employers.

8. 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, 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 980 students attend our job fairs which is essentially flat year over year, but an excellent turnout never the less.

5. Impact of Resource Applications: Nothing Entered.

Current State of the Program

6A. State of the Program - Observation: As the Career Center begins its seventh 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.

- 2017-2019 Total Students Seeking Services = 2031
- 2017-2019 Appointments =1059
- Career Advising = 434
- Interview Help = 8

- Job Search = 140
- Resume & Cover Letter Development = 477

- 2017-2019 Workshop Attendance = 972
- In class workshops = 23
- Students Attended = 644
- Standalone Workshops = 24
- Students Attended = 192
- Job-Train Workshops = 8
- Students Attended = 136

- 2017-2019 Hiring Events
- Job Fairs (4)
- Students Attended = 980
- Employers Attended = 260
- Internship Fairs (4)
- Students Attended = 860
- Employers Attended = 156
- Employer Tabling (Recruitment Wednesday and Other Days)
- Students Attending = 712
- Employers Attended = 193
- 1st ECE Fair (Evening Event)
- Students Attended = 67
- Employers Attended = 25
- 1st Hospitality Job Fair
- Students Attended = 75
- Employers Attended = 18

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 2017-2019 cycle saw 980 attendees. Of those, 378 returned their lunch tickets with our survey on it, down slightly from the last review. 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 - 63%
- Very Good - 30%
- Good - 2%
- No Response - 5%

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 2017-2019 cycle saw 860 attendees. Of those, 312 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 - 30%
- Very Good - 40%
- Good - 23%
- No Response - 7%

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 eleven times a semester which is a 37% increase from the last reporting period.

Our current workshop offering is as follows:

- Resume & Cover Letter
- Interview
- LinkedIn Basics
- Career Explorer

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. In addition, we lost our long-time aide in February of 2019 and are starting the process of rehiring the position. Further, with the implementation of Guided Pathways in the near future, I anticipate submitting a request to move the aide position to full time in the 2020 review cycle to prepare for the increase in student traffic that Guided Pathways will provide.

Tracking students who have gotten jobs and internships from events

This is still an ongoing 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 about 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.

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

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 stopping by the Career Center as part of their process, it all helps students feel comfortable using our services when they need them.

6B. State of the Program - Evaluation: Career Services is healthy and strong. We have a robust program of services and exposure to employers, and a good working relationship with faculty and staff. We strive to provide these services to all students by offering a welcoming environment that is easy to maneuver in along with access to printed and electronic resources. We also are able to refer students to appropriate avenues to receive services if we are not able to accommodate their needs.

One of the changes that again 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.

7A. Current SAOs & SLOs: SAO

- Expand events to include focused fairs such as an ECE job fair and Hospitality Job Fair.

No SLO for this review cycle.

7B. SAO Assessment Plan: We held our first ECE and Hospitality job fairs in the spring of 2019 after spending time surveying employers and students about their interest in such events. To further assess potential growth, interest, and effectiveness, these fairs were assessed with student and employer headcounts and satisfaction surveys during the event. The student survey was on their Dinner Ticket and the employers was part of their table packet.

As touched on in the challenges section, early on we discarded our approach to finding how many students secured a position from employers who attended our fairs and directed efforts mainly on the focused fair implementations. The main reasons for this were:

- Poor response and return of surveys sent to employers and students
- We found that discovering those who were making the hiring decisions varied wildly even in the same business, which led to a lot of dead ends.
- recruiters changed often and with them went our history and relationship.

7C. SAO Assessment Results & Impact: As with the Internship Fair SAO last reporting period, the assessment results were very encouraging for each of these events and convinced us to keep hosting them. As stated in our strengths section, student participation for the ECE event was 67 and Employer participation was 25. While this was a fine turnout for our first event, we feel that holding it in the evening limited both student and employer attendance.

In the fall of 2019, we will hold this event during the day and compare results.

Likewise, the Hospitality Fair was well attended by employers (18) and students (75). Again, for a first event it was well attended. I think holding this event earlier in the semester might boost the turnout from students and employers. May 1st may have been a little too close to finals.

Employer and student survey results are below.

Students were asked what their overall experience of the ECE event was.

- o Excellent - 30%
- o Very Good - 45%
- o Good - 23%
- o No Response - 2%

Students were asked which employers they wished were represented. Here are the top Answers:

- o Math Based Education Jobs
- o Community College Jobs
- o STEM Education Jobs

Employers were asked about their overall experience of the event.

- o Exceeded Expectations – 36%
- o Met Expectations – 60%
- o Did not meet expectations n/a
- o No Response – 4%

7D. SLO Assessment Plan: No SLO's for this cycle.

7E. SLO Assessment Results & Impact: N/A

Looking Ahead

7F. SAOs & SLOs for the Next Review Cycle: For the next review cycle, we will continue to host an ECE and Hospitality Job fair in the fall and spring respectively. Continuing to offer focused events will give us a chance to grow them and offer more opportunities to our students. We will continue to survey the participants to gauge interest, quality, and satisfaction.

9. Program Improvement Initiatives: Personnel:

- Having lost our longtime aide in February, I have submitted a Hiring Request to replace the permanent part-time Career Resource Aide position.

Workshops:

- Implement a Discover Your Major workshop that exposes all students to tools to help them research careers/majors. This workshop will be delivered during new student orientation by trained Welcome Center Staff.
- Create and implement a Job Search workshop that focuses on training students to use the Career Centers' job board and all its features. In addition this workshop will cover application basics, job search organization, networking, skills awareness, and other topics.

Equipment:

- The Career Center needs to replace its current laptop which is nine years old and can't keep up with newer software updates or some classroom tech. We use this laptop extensively for our workshops on campus and off campus.

Program Review Narrative Status: Complete

Objective: Workshops

Create and Implement two workshops:

1. Discover Your Major workshop that exposes all students to tools to help them research careers/majors. This workshop will be delivered during new student orientation by trained Welcome Center Staff.

- This workshop will help address those students who are undecided to choose a major that aligns with their interests. While we require students to choose a "major" during the application process, many students do not really know what it is they want to study. Giving students the tools to make informed decisions becomes extremely important with the implementation of Guided Pathways and needing to choose a meta area of interest.

2. Job Search workshop that focuses on training students to use the Career Centers' job board and all its features. In addition this workshop will cover application basics, job search organization, networking, skills awareness, and other topics.

- This workshop will provide skill and confidence building for students and give them the tools to apply for and increase their chances of securing the interview.

Objective Status: 1 - New (PR)

Objective Year: 2020-2021

Estimated Start Date: 11/01/2019

Estimated Completion Date: 11/01/2020

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity diversity and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings Interventions and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - Discover Your Major:

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- Create Presentation
- Create workshop timeline/outline
- Train the trainer: Welcome Center/Orientation Personnel
- Deliver workshop & survey participants
- Revise as necessary from feedback

Job Search:

- Create Presentation
- Create workshop timeline/outline
- Deliver workshop & survey participants
- Revise as necessary from feedback (Active)

Who's Responsible for Completing this Action Plan?: Career Center Supervisor

Objective: Rehire: Career Services Aide

Rehire the permanent part-time Career Services Aide position due to vacancy.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 11/01/2019

Estimated Completion Date: 02/01/2020

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity diversity and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings Interventions and Support Programs that Increase Student Access & Success

Resource Requests

Rehire the permanent part-time Career Resources Aide position due to vacancy.

Status: New Request - Active

Type of Resource: Non-Instructional Personnel

Cost: 25000

One-Time or Recurring Cost?: Recurring Cost

Division/Department Priority: High Priority

Objective: Resource Request: Laptop replacement

The Career Center needs to replace its current laptop which is nine years old, out of warranty, and can't keep up with newer software updates or some classroom tech. We use this laptop extensively for our workshops on campus and off campus.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 10/01/2019

Estimated Completion Date: 12/01/2019

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity diversity and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #3 - Increase Program Delivery Options Including the Expanded Use of Instructional Technology to Support Student Learning and Success

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Resource Requests

Laptop - Laptop replacement The Career Center needs to replace its current laptop which is nine years old, out of warranty, and can't keep up with newer software updates or some classroom tech. We use this laptop extensively for our workshops on campus and off campus.

Status: New Request - Active

Type of Resource: Supplies (Items less than \$5000)

Cost: 1500

One-Time or Recurring Cost?: One-Time Cost

Division/Department Priority: High Priority