

AY 2019- 2020 / SSI ANNUAL REPORTING PLAN 2020

Career Center SSI Annual Report Item

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Plan Item was last modified on 6/10/20, 5:23 PM

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Template:

SSI Annual Report

Dept./Program/Project Name: :

Career Center SSI Annual Report Item

University Division::

Student Affairs

Name of person Responsible for overseeing SSI project/activities::

Sarai maldonado

Email Address::

smaldona@csusb.edu

Title::

Interim Director

Funding Type:

Recurring funding,

Extension::

73682

Total SSI amount allocated this year::

784,542

Total SSI amount expended this year::

310,542

Number of unique students served (July1-Winter Quarter):

572

SSI Program/Project Overview :

The Career Center focuses on best practices for student success and continues to grow as a resource for students, alumni, faculty, staff, employers and community engagement. As the overall purpose of the SSI funds is to enhance and expand services and resources and track outcomes, the team has developed evaluations of our interactions with students to assess the effectiveness of Career Center services.

The Internship Specialist has overseen five major internship programs during the 2018-2019 academic year, dedicated to enhancing the overall student experience at California State University, San Bernardino. As of April 2019 - The Career Center Internship Award (CCIA) funded 112 students who participated in an academic, unpaid internship at non-profit, government or municipal organizations (\$112,000) we anticipate to award 165 students by the end of the academic year, which are directly funded by SSI. Likewise, 39 students have been awarded the Stand Up for San Bernardino Internship Award (SUSB) who participated in an academic, unpaid internship at non-profit, government or municipal organizations in the city of San Bernardino (\$39,000) and we anticipate to award a total of 100 students for SUSB Internship Award. The HACU Student Track Scholarship, which thoroughly prepared students to attend the Hispanic Association of Colleges and Universities (HACU) Annual Conference in Atlanta, was awarded to 41 students with the support of Associated Students Incorporated, Academic Affairs and the President's Office (\$65,000). Additionally, the Internship Support collaborated with HACU Student Track Scholarship Alumni to establish the first HACU Student Association in a college campus, which focuses

on developing personal, professional and academic goals for the CSUSB student population and increasing access to national resources. The Insight to Industry Program has funded 32 students during two site visits to expose them to a different field of interest and job/internship opportunities within the organizations (Sony Paramount Entertainment and Consolidated Electrical Distribution). The internship workshop series is a new initiative that focuses on the process of obtaining an internship to searching and leveraging an internship that has supported 56 students.

Employer Relations continues the development of ongoing, positive relationships with employers and internship sites that recruit CSUSB students and alumni. Employer Relations in collaboration with the Director of the Career Center completed the initial phase of streamlining and combining large-marquee events in order to create greater recruitment efficiencies with employers and students. In 2018 the Employer Relations team planned and executed five marquee events, which included: 1) Fall- Career, Internship, Graduate School & Part Time Fair 2) Social Sciences & STEM Fair 3) Teacher Job Fair 4) Spring Career & Internship Expo 5) Summer Part-Time Job Fair. Including 60 small events for the employer to engage with students and alumni (i.e., on-campus interviews, table Tuesdays, Information Sessions (live or Webinar). As a result, the Employer Relations team hosted 309 employers to campus to connect with 1,956 students for recruitment opportunities, generating 52k that is directed to funding future Career Center events.

Employer Relations and the Director finalized the Career Center's Partnership Program to redefine employer engagement to include three paid tiers (i.e., Platinum, Gold, and Bronze) generating 25k that is directed to funding Career Center programming and events. Also added a new option to identify internal and external campus contributors as the "Supporters" tier. The "Supporters" tier to allow organizations to make monetary and Gift-In-Kind donations to the Career Center. The inaugural Supporters tiers included gifts from Target Corporation (waiting room furniture), Southern California Edison (new student assistant workstations) and the Arrowhead Credit Union (professional clothing donations for Clothing Closet).

The Employer Relations continues to leverage the Handshake student/employer platform to increase job and paid internship postings (i.e., 6,230 approved jobs, 1,333 paid internships postings, and 5,282 new employers approved). The San Bernardino Campus Events Coordinator (SBEC) carries out the vision of the IS, ERC and other Career Center staff in the execution of various Career Center events. This year, the SBEC revamped and elevated the campus marketing of Career Center events by creating innovative print and electronic materials and regularly engaging with students via social media. The SBEC supports the scheduling, preparations and same-day tasks of all Career Center events as well as documenting and posting the events in real-time (e.g., photos published on Facebook). Following the conclusion of events, the SBEC uses the student and other outcome data to create Piktocharts, which provide a quick visual of the event success story. These Piktocharts are shared on the Career Center website and with leadership. The SBEC was instrumental in the planning, coordination, and execution of the 2019 Inaugural Career Symposium, which was a student focus on-campus event to empower student success by leverage campus resources and digital tools in partnership with campus partners to bring staff and faculty's participation in learning about Career Center's student services.

Career Counselors provide a variety of direct and indirect services to students. This year they have delivered 910 presentations and workshops and carried out counseling appointments (scheduled and drop-in) with 1,936 students. In support of the GI2025, hired two additional Career Counselors and served as part of the five academic College Student Success Teams. Additionally, counselors continue to provide tailored services to campus partners, such as Alumni Relations, Office of Housing & Residential Education, SOAR, SAIL, EOP, Workability, Veterans Success Center and the academic Colleges/departments to increase student/alumni career readiness. The Counselors conduct one-on-one appointments with students, including assessments such as the MBTI and Strong Interest Inventory, to help undeclared students explore possible career paths and help students declare a major, thereby increasing student retention and timely graduation. The Career Counselors work closely with the Hispanic Association of Colleges and Universities (HACU) program representatives to inform and prepare students for the annual conferences that offer internship and networking opportunities; support Insight to Industry, the career fairs and other activities of the Career Center. The counseling team works closely with the Internship Specialist to plan and deliver the HACU-Pre-Conference to educate selected HACU students how to effectively network with federal and private employers, including facilitating live workshops and webinars using long-distance learning technology to engage students from the Palm Desert Campus

Peer Career Educators (PCE) also perform early outreach to students by tabling and conducting in presentations for Academic Advising, SOAR, EOP, SAIL, and other orientation programs and faculty in various classes. In Winter 2019, the Peer Career Educators also spearheaded the intentional tabling and drop-in hours at the five academic colleges for student outreach. The college drop-ins and tabling is to increase awareness and accessibility to the Career Center's career readiness tools and resources, including learning and teaching technology tools. In mid-winter 2019, The Career Center hired the Career Program Specialist who will assess the campus housing community about career development student needs and will begin a campaign in late Spring 2019. Each Peer Career Educator will employ the same strategies used in their designated college to promote career readiness into the Living Learning Community, which is expected to begin in Fall 2019.

The revamped training model for the Peer Career Educator is now in place which expands the availability of quality career

counseling to students. In Fall 2018, the Career Ambassador Program is now the Peer Career Educator (PCE) program. Each PCE's major aligns with the academic college they are representing and supporting. The program was enhanced to include: training in the online career services platform Handshake, an introduction to career assessments, National Association of Colleges and Employers (NACE) Core Competencies and their use in career development, practice in career coaching and opportunities to shadow professional Career Counselors in their work with students. The counseling team oversees the PCE's work daily as they support students during drop-in hours on topics that include: résumé development, Handshake usage, internship information and promotion of upcoming events. Each drop-in, tabling campaign, and presentation/workshop the PCE's embarked on was developed utilizing the NACE's Career Readiness Competencies as a foundation to better prepare CSUSB students and alumni for a successful transition into the workplace. The NACE career readiness competencies (career management, communication, critical thinking, digital technology, global/intercultural fluency, leadership, professionalism, & teamwork), have been nationally demonstrated to be the skill areas employers are expecting new college graduates to be proficient in when entering the workforce. Furthermore, through their role as a Peer Career Educator, they have gained experiential learning experience that will enhance their career and leadership development.

The Office Manager oversees the behind-the-scenes operation to ensure the financial and other resources are available and deployed as needed to carry out the department's mission. The office Manager also oversees the Career Center's Clothing Closet. The Clothing Closet provides CSUSB students with access to free professional and business casual attire that is appropriate for career fairs, interviews, dress-code enforced events, award ceremonies, and the workplace. It is essential for students to look professional throughout their job search and when they enter the professional world. Through this service, we help students' self-confidence and make a lasting positive impression. A new initiative has been in place to take racks of clothing to every career fair event, including sharing the resource with five academic Colleges. Faculty, staff, alumni, employers, local businesses, and community members donate gently used professional attire. The Closet has had a total of 596 student visits this academic year (September 20, 2018, through April 15, 2019). The Clothing Closet is currently the number one reason students visit the Career Center, far surpassing any other appointment/drop-in type. In March 2019, the Arrowheart Foundation, the philanthropic foundation for Arrowhead Credit Union, donated an abundant supply of professional clothing for four consecutive years. In April 2019, the CSU Alumni Council President made a large donation of clothing and shoes to the Closet. The Closet continues to receive donations weekly.

Additionally, in October 2018, the Clothing Closet held its first JCPenney College Suit Up event. Suit Up is a collaborative event that provides students a special shopping event for career wear with exclusive discounts not available to the public. Current students and first-year alumni received a special discount card for 40% off their purchase the day of the event. The Career Center held various opportunity drawings for JCPenney gift cards at the event. The event had 170 students and alumni checking in at the event. Friends and family accompanied the majority of attendees. There was a professional tailor on site, Cruz Custom Tailors, to provide students with free measurements and appropriate fit suggestions. Volunteers from the Arrowheart Foundation and various campus departments worked the floor assisting students with their clothing selections. Due to its student and supporter demands, the Suit Up event will host on April 28, 2019 and in September 2019 to support students, graduates, and alumni.

Other – Funds used to support various operational needs that are supportive of the above activities and detailed in the Budget Summary.

SSI-Funded Activities :

1. The Career Center Internship Award is the largest SSI expenditure.
2. The second largest expenditure funds staff members that carry out program activities, which supports student success directly and/or indirectly as detailed above.

Progress Toward Outcomes/Cumulative Findings::

- The Interim Director and Assistant Vice President of Student Services met with the Deans from each of the five academic colleges to assess student career readiness needs specific to their College and programs to align academia with the workforce needs.
- The Career Center restructured the 10-week Professional Development Workshop Series to Career Readiness Series workshops to align student learning outcomes with the National Association Colleges and Universities (NACE) core competencies presented by the Career Center. The workshops are hosted in the Lower Commons every Tuesday of the quarter from 1:00 to 1:50 pm. These workshops cover various topics such as Networking, Interview Skills, Negotiations, Professional Communication, Internships, Graduate School, Job Search, and Developing Your LinkedIn Profile. The workshops are a hybrid model design to include lecture and student group student activities that support a peer-to-peer learning environment with the guidance of an experienced Career Center's professional staff

supporting many more students than can be accommodated in individual counseling sessions promptly. The hybrid workshop created an intentional student and staff engagement that allows students to learn from their peers and find additional support from the Career Center's team.

- The Career Center was awarded SSI one-time funds to support three programs in efforts to meet the CSU-wide Graduation Initiative 2025:
 - Insight to Industry - \$15,750-The Career Center launched a new initiative, *Insight to Industry* program at California State University, San Bernardino and Palm Desert Campus is a hands-on immersion experience to expose 10-15 CSUSB students to various industries and internship opportunities. This program is designed to expose students to internship and job opportunities within various organizations and industries. The program consists of three site visits to local organizations, where students meet key leadership, enhance their understanding of the organization's culture and hiring process. The Internship Specialist and Internship Administrative Support prepare approximately 10-20 students to participate in each site visit.
 - Peer Ambassador Program - \$84,000 to develop an ambassador program to support the Student Success Teams within the Colleges (Peer/Professional advisors) by in keeping them abreast of Career Center programs and activities and industry-specific recruitment and internship opportunities. It will include a Program Coordinator to develop programming focused in the Housing living-learning communities. In February 2019 the Career Program Specialist was hired to execute the pilot program.
 - Strength Finder Coach Certification- \$15,000- 3 staff members are now Strengths Coach Certified and have delivered several Strength based workshops to student leaders
- Hired 4 Peer Career Educators from each of the five academic Colleges to work with the Career Counselor/College liaison to increase the availability of counseling appointments, classroom presentations, and delivery of services with limited professional staffing (e.g., scheduled appointments and drop-ins, tabling at campus events). Also, the PCEs will support the Career Program Specialist with the Living Learning Community pilot Career Readiness program.
- In collaboration with Workability IV, the Coyote Grow program, incorporated into the student assistant training, onboarding, and job performance assessment/professional development assist students to learn how to articulate learning outcomes as paraprofessionals.

Linked Documents

There are no attachments.

Attached Files

[SSSI Annual Report Template 2020_1\(1\).docx](#)

Recommendations for Continuous Improvement Efforts: :

Professional development for all staff –In 2018, the staff received training on in Drupal (technology) to access the department's website updates, Qualtrics, specific PeopleSoft modules, EAB, Handshake training, data tracking, and Strategic Plan department alignment. Campus Labs training will is pending.

- Completed the creation and utilization of digital record-keeping via department shared drive, google docs and Qualtrics and Handshake utilization for internal team communication that enhance office operations.
- In Winter 2018, the Career Center hired the Peer Career Educators from each respective academic Colleges to support Student Success Teams within the five Academic Colleges creating their career readiness preparation and sharing their success.

** Intentional student outreach allowing Career Counselor liaison to provide counseling at each of five academic Colleges one or two days weekly. Additionally, the counseling model is to focus on the stage of students' career development (Career Exploration- Freshman/Sophomore, Internships-Sophomore/Juniors, and Job Search &Recruitment: Junior/Seniors /Alumni)

- In Winter 2018, initiated the development of style guides, technology guides, and templates for all resource and operational development
- In Summer 2019, create an internship guidebook (print and digital) for students, staff, and employers.
- In Winter 2019, the Partners Handbook was completed for the Employer Relations Coordinator to use for employer development and cultivation. Additionally, in Winter 2018 the development of operational manuals for all areas of business in the Career Center were initiated.
- In Spring 2019, initiated the development of brand identity and narrative for internal and external marketing with the DSA Graphic Designer and DSA Public Affairs Communication's assistance.

- In Spring 2019 Initiate comprehensive marketing collateral of the First Destination Survey to communicate with campus stakeholders.

Resources for Continuous Improvement Efforts:

- Sharing cost of teaching-learning technology tools campus-wide to support student success (i.e., GoingGlobal, Handshake, Interview Stream, VMOCK (resume tool).
- Additional 25K funds to purchase the Strengths Finder codes for students (i.e., freshman, sophomores) as there were insufficient codes to meet demand. These funds would also support the Strengths Finders certification of two additional career counselor certification to support students.
- Overall, the Career Center needs increased staffing (at least 2 additional counselors, 1 additional employer relations professional) to meet the needs of our student population based on *NACE 2016-2017 Career Services Benchmark Report for Colleges and Universities*, guidelines and the associated office space to house the staff.

Challenges:

The Career Center carried out its mission at a high level in this review cycle. With vacancies in key roles, however, the Director and staff were stretched and we look forward to filling these positions in the next few months. Student Success Initiative funds are critical to the Career Center's ability to carry out its mission, however, based on the national ratio the Career Center remains understaffed by at least 4 Career Counselors (National Association of Colleges and Employers 2017-2018 Career Services Benchmark Survey for Colleges and Universities). An additional Employer Relations Coordinator is also needed to develop new employer and internship relationships and to carry out large-scale career events. Assessment measures are being refined and tied more closely to outcomes within the purview of career services.

Budget Summary:

See Excel sheet attached

Linked Documents

There are no attachments.

Attached Files

[19-20 Annual Report Budget Summary Template \(2\).xlsx](#)

Check-in/Utilization Data:

Linked Documents

There are no attachments.

Attached Files

There are no attachments.

Feedback on Reporting:

Start:

7/1/2019

End:

3/30/2020

Progress:

completed

Responsible Users:

Providing Department:

Career Services

Related Items

No connections made