

**Student Services
Annual Program Review – Academic Year 2007 - 2008**

June 28, 2008

Student Services Unit: Career Development Center (comprised of Career and Student Employment Programs)

Student Services unit staff: Eileen O'Brien, Bryan Besnyi, and Ron Visconti

Program review prepared by: Eileen O'Brien

A. Summary description of program and services:

The Career Development Center (CDC) provides career services to students, CSM staff/faculty, community members and employer organizations. Career service units provide assistance to students individually and in groups, through classroom presentations about career services, in collaboration with faculty about career services, and through assistance with career resources and tools.

- **Career Services** consist of career assessment classes (CRER 126) and workshops, counseling, assistance with the use of career tools and resources (Eureka, EDD LMI info), group CDC tours, career information days, and career coaching.
- **Student Employment** provides job search strategy classes (CRER 127) and workshops, counseling, general and targeted career fairs, career search presentations, internship and job development, and collaboration with community businesses and agencies on employment programs.

B. Number of students served/types of services provided:

CDC Student Contact Info 07-08

- Drop-in students: 289
- Total Counseling Appointments with CDC Counselors: 700
- Total visits: 989
- Primary reasons as listed on SARS for meeting with counselor (in order of frequency):
CRER 126 class, establishing career goal, job search activities, and CRER 127 class
- Classroom Presentations made in Spring 2008: 34
- Number of students seen during presentations: 1,060

Career Program

- CRER 126: 196 enrollment (an increase of 46.5% over 2006-07)

Student Employment Program

- CRER 127: 77 enrollment (an increase of 20% over 2006-07)
- Autumn Job Fair: Uninvolved in fair (Will organize and manage fair in 2008)
- Accounting Career Fair: Employers: 15 Students: 51
- Get Linked Career: Uninvolved in fair (Will organize and manage fair in 2009)
- May Career Information Day: 100 students/community attended

C. Significant unit accomplishments in 2007-2008:

Career Program

- Selected three interns who very effectively provided career counseling services for the CDC.

- Arranged academic counselor training for three interns by pairing them with three counselor mentors. One second-year intern successfully performed academic counseling throughout spring 2008 and has become an adjunct academic/career counselor at CSM after graduation this May.
- Edited and published CRER 126 and 120 books for use in classes where none existed before.
- Wrote and published CRER 127 book for use in classes.
- Held several small group information sessions for high school and other groups in CDC about career resources and services.
- Made specialized career presentations to CRER classes about use of Eureka and other tools.
- Organized 34 classroom presentations in spring 2008, presented by eight SS staff, which provided SS service information to 1060 students in multiple disciplines.
- Upgraded career assessment resource materials –
 - researched and purchased advanced skills assessment tools
 - purchased two event signs that can be modified for use with several events
 - purchased staff and student career training booklets from CPP
- Developed and assessed SLOs for Career program and CRER 120, 126 and 127.
- Set up online career satisfaction surveys and course evaluations for CRER 120, 126 and 127. As result, 128 students completed the evaluation forms.

Student Employment

- Developed **Win Internship program**, which assists students in finding internships. Developed orientation and internship training materials for students and employers.
 - WIN internship program **assisted 25 students in finding internships**. Three students found internships.
- Used **Board of Trustees grant funds (\$3500)** to hire part-time support person to assist with WIN internship program organization.
- Presented **Accounting Job Fair**: Offered an evening job fair with more leadership and involvement from Accounting Dept.
 - Supported the **Insurance program** faculty and students by making classroom presentations to notify students of assistance our program provides for internship placement. Assisted two students in searching for internships.

D. Where appropriate, delineate the relationship of significant unit accomplishments in 2007- 2008 to current Student Services Planning Document:

Goal #1.3: Use of Student Satisfaction survey results

CDC – Based upon survey results, we provided evening hours in SP 08 to assist evening students; offered specialized workshops on resume writing, job search for the disabled, and provided more responsive customer service.

Goal #1.4: Assess CRER curricula to meet needs of students

Career and Student Employment – offered more sections of CRER 126 and 127 classes for each semester this year including a hybrid/self-paced version of each to accommodate student schedules. Also, offered one CRER 127 course per semester for students with employment barriers. **As result, enrollment increased by 46% from 2006-07.**

Goal #1.8: Goal #1.9: Increase outreach efforts and expand online services

Career – During winter break Eileen took eCollege certification training on development of online CRER 120 course. Will present CRER 120 in fall 2008 as hybrid course – half on-campus, and half online. Advertised Career Information Day throughout community – libraries, businesses, PeninsulaWorks, etc.

Goal #1.10: Collaboration between Student Services and Instruction programs

Career – Represented Student Services on:

- DEAC (distance education) district committee

Student Employment – Collaborated with faculty from:

- accounting program regarding accounting job fair
- insurance program on placement of students in COOP internships
- made job search presentations to graphics and multi-media students

Goal #2.1: Increase enrollment through general community outreach

Career & Student Employment:

- promoted Career Information Day throughout community – businesses, libraries, Adult Center, etc.
- attended PeninsulaWorks General Partners quarterly meetings in which CSM programs and classes are advertised
- took Schedule of Classes and CRER course fliers to Adult Ed SMART center and a few libraries to promote our programs throughout the County
- represented CSM and counseling/career programs at Hillsdale Mall table
- represented CSM career program in Spring Open House night for incoming freshman and parents

Goal #2.6: Identify successful students/alumni to profile in media

Career – provided PR with names of three students who have excelled at CSM while overcoming several difficulties

Goal #4.3 and #4.4: Participate in SLO development and training

Eileen provides SLO coordination services for Student Services division. She has met with individual unit leads to review their 2007-08 program SLOs. Offered suggestions for clarifying SLOs and improving assessment techniques and reporting. Worked with Sandra Comerford to ensure that Student Services and Instruction are on par in the development of SLOs. In spring, met with Student Services course instructors to develop SLOs for each course. Identified and prepared SLOs for career program and three career courses. Attending SLO training session at CSM in February.

Goal #5.1: Support selection of diverse staff to reflect diversity of student population

- A diversity of staff has worked at the CDC this year including individuals from various ethnic, disability, and socioeconomic backgrounds.
- Student assistants are representative of student population. Some staff speak Chinese and have assisted Chinese-speaking students with career issues.
- Sought and selected interns from diverse ethnic backgrounds.

Goal #6.4: Increase and expand student participation in satisfaction surveys and SLOs

Required all CRER 126 and CRER 127 students to complete combined course evaluation and CDC satisfaction survey as part of course requirements. Students in CRER 126 and 127 classes took pre and post-test assessments during class to gauge effectiveness of learning. Assessment results indicate that students' post test scores improved from 12 – 30%. Career program SLO showed an improvement by 21% between pre and post-test scores.

E. Summarize the results of the Annual Student Satisfaction Survey for your unit and identify the implications for the future delivery of your unit's services:

Career Services – 128 responses

- 96.5% of students rated CDC services they received as good to excellent.
- 98% of respondents rated staff assistance as good to excellent.

- 98% felt that staff could effectively answer their questions.
- 94% of students felt that the hours of operation were good to excellent.
- Students **learned about the CDC** (in order of frequency) primarily through their counselor, Schedule of Classes and previous experience with center.
- Primary **reasons for visiting the CDC** (in order of frequency): to talk with a career counselor, develop career/job search plan, search careers and jobs, choose a major, and get COOP information.
- The majority of **students have used the CDC services on the average of 3-6 times**.
- Regarding **future topics to offer students**, the most frequently requested topic is how to choose a college major. Other suggestions include: more seminars on specific industries, selecting a career, practice interviewing, and negotiating benefits. They also mentioned helping re-entry adults and people with disabilities with jobs, offering more job fairs, how to deal with fear of rejection, more decision-making information, and a list of professionals offering to do informational interviews.

Summary: Based upon these limited findings as well as the comments received to open-ended questions, these are the areas that we plan to develop next year:

- Facilitate two group activities – one for people with disabilities and one for re-entry adults.
- Offer workshop on how to select a major.
- Send out quarterly student/faculty emails about career services/events via CSM JobLinks and campus email.

F. Summarize the findings of your unit’s assessment of Student Learning Outcomes AND identify the implications for the future delivery of your unit’s services.

Career Program:

- **SLO #1:** Students will demonstrate increased knowledge of various job search strategies (resume writing, finding job leads, interviewing capabilities). Measured by use of pre and post-tests. **Results:** post-tests showed an increase in knowledge by a 21% improvement over the pre-test scores (or pre-test average of 73% vs. post-test average score of 92%). A different career SLO will be selected for 2008-09 such as evaluating student resumes against a rubric.

G. Summarize your unit’s strategies and accomplishments that have fostered a climate in which diversity is recognized and valued:

- A diversity of staff has worked at the CDC this year including individuals from various ethnic, disability, and socioeconomic backgrounds. Some staff speak Chinese and have assisted Chinese-speaking students with career issues. Our three interns also were representative of our student population.
- “Client” referrals are made between our dept. and **community agencies** such as County of San Mateo, Vocational Rehabilitation Services, State Dept. of Rehabilitation, Jobs Plus, PeninsulaWorks, and other programs serving persons with disabilities or those with barriers to employment. On-campus referrals include: DSPS, EOPS, and CalWORKS.
- A diversity of individuals are displayed in our written materials and on career video tapes.
- Work closely with older workers and re-entry students who have unique career situations.

H. Anticipated goals for 2008 – 2009 based on findings of 2007-2008 Program Review:

Services:

- **Offer seminar** on selecting a major.
- **Facilitate two groups:** one for those with disabilities seeking work and one for re-entry adults.

Partnerships:

- **Form partnership with 2-3 academic program faculty to assist in the development of internships and job placement of students (per Accreditation).**
- Collaborate with faculty/divisions and employers to offer **two more targeted job fairs (e.g., media division, biotech).**
- Meet with Milla McConnell-Tuite and John Sewart to **develop form and process for gathering placement info from several academic programs** that currently have job placement activities.
- Continue **servicing on PeninsulaWorks Partners committee and WIB Business Services committee** to learn about workforce development in San Mateo County and to promote CSM Career program.
- Resurrect **Career Advisory Committee** to include student, employer and academic representatives who can advise CDC re. employment trends/needs of industry, be involved in career program activities, while building stronger relations with community.

Marketing:

- Continue to do **classroom presentations** to better inform students and faculty about career services.
- **Develop two brochures:** one for students and one for employers describing our services for each group.
- Market our services more frequently on CSM JobLinks and the CSM and district websites.
- Discuss with County HR possibility of **offering CRER 126 course for County of San Mateo employees** at County site.
- **Place a link to CSM JobLinks** on each CSM Dept. website.
- Contact students & employers listed on CSM JobLinks twice a semester to better inform them of career events.
- Do more marketing of career services to community, CBOs, employers, etc.

Operations:

- **Hire PT program services coordinator to assist with implementation of career activities and services.**
- **Develop a detailed database of employer contacts** for reference when assisting students in finding job, internship or informational interview contacts.
- **Establish SOP binder for organization and implementation of job fairs.**
- **Teach career interns to coach students in job search techniques and intern placement.**
- **Update CDC website** with current info and additional resources.

I. Identify your unit's needs and recommendations for 2008-2009:

Career/Student Employment:

- **Need permanent staff** to accomplish the important tasks that the career program is charged with completing. **Helping students identify their major/career options is one of the most important tasks of any community college.** Since this is an area that our career program assists students with, it should be treated with greater priority by allocating permanent staff to this function. **Interns are** a valuable resource, but they are **neophytes** and participate in our services for their own benefit, not ours, as is true of any internship. Depending upon their previous experience, it may take 6 months before they become productive. In addition, they normally leave at the end of their term, often leaving our dept. with a void of experienced counselors. **(In 2005-06, the CDC had 2 FT counselors, two interns, 1 16-hr. career counselor, and 1 PSC. In 2008-09, CDC will be short 1 intern**

and 1 PT career counselor from 2007-08 staffing levels leaving 1 FT counselor as only permanent staff.)

- **Hire PT program services coordinator to assist with career events and activities.**
- **Open B1-213 as Career and College Resource Center ASAP. To be staffed by PT PSC** who can assist students in researching career issues, using career resources (written and online), and who will promote our career programs.
- **Hire adjunct career counselor (to work 16 hrs/wk)** to provide career counseling, assist with placement of students into internship/jobs, and research/contact employers to participate in job fair and other campus info sessions.
- **Purchase additional signage to promote career events and classes.**
- **Hire two adjunct career counselors for summer 2009** to provide career counseling services when limited career services are available.
- **Would like to provide online career counseling services** (e.g., resume and interviewing assistance), but not enough staff to provide these services.

J. Notable individual accomplishments:

Eileen:

- Participated on several committees and activities which helped to better inform CSM campus and/or community about the Career program and Student Services division. These include:
 - DEAC (distance education) district committee
 - Represented CDC in Open House for incoming freshman and parents
 - Participated each semester in Operation Welcome Mat to assist students with campus info
 - Participated in College Council representing Student Services
 - Represented CSM at Hillsdale Mall (twice). Many counseling-related questions are asked.
 - Wrote weekly career articles for career column featured in *San Francisco Examiner*
 - Attended the Museum of Tolerance in March which provided an excellent opportunity to get to know other employees in the district
- Developed and assessed SLOs for Career program and CRER 120, 126 and 127
- Set up online career satisfaction surveys and course evaluations for CRER 120, 126 and 127. As result, 128 students completed the evaluation forms with at least a 75% increased response rate over last year's.

K. Brief two to three sentence description of your unit's key accomplishments for possible use in the "2008-2009 Student Services Key Accomplishments" publication.

Career and Student Employment:

CSM Career Development Center saw a 15% increase in the number of students who visited the center from the previous year. Three career interns and one full- and one part-time counselor provided 989 individual career counseling sessions. The CRER 126 course saw an enrollment of 196 (an increase of 46.5% over 2006-07), while the CRER 127 job search course had an enrollment of 77 (an increase of 20% over 2006-07). Developed the WIN (Work, Intern, Network) Internship program which assisted students in finding internships in insurance, electronics, biotech, and human services. Besides conducting orientation sessions and classroom presentations about career services, we helped students research majors, career options and educational goals through various career resources. Successfully presented four job fairs during the year.