

CAL POLY

Student Affairs

STUDENT SUCCESS FEE FY 2019-2020 Year End Report

Department: Career Services

Unit: Jobs & Enhancement Programs

Allocation Funding: \$655,000 (Enhancement Program)
\$77,000 (Jobs Program)

Goals:

- **First Impact** - Career Services has conceptualized an intentional, comprehensive career development plan to connect with first-year students to help clarify majors and career plans. This will send students on a deliberate path towards academic achievement and success, supporting retention, improving graduation rates and reducing educational costs.
- **Increased Service Capacity** - Career Services will increase service capacity through the hiring of an additional Career Counselor that will create a college-based model in which a Career Counselor is assigned to each of the academic colleges. This will include offering extended evening hours. Career Services will also implement a Career Portfolio platform to showcase academic and professional achievement.
- **Jobs** - Career Services will create job postings, job opportunities and on-line resources that will assist students with the job search process.
- **More Jobs** - Expand outreach to employers, targeting a more diverse range of jobs for traditionally underserved students and those most likely to be faced with greater challenges upon graduation (Arts, Humanities and Sciences). This will create a new base of employers who would better represent the entire range of Cal Poly majors, supporting and improving placement rates.

Outcomes:

1. 4 Year Development Plan

SSF Outcome: Develop a 4-Year Career Development Plan to assist first-year students with planning co-curricular milestones and activities which take place throughout their college careers.

Measure: Create an on-line 4-Year Career Planning Guide. Review and update annually to ensure career readiness relevance.

SSF Deliverable: Developed a [4-Year Career Planning Guide](#) and launched an on-line version. Career planning guide is based on extensive [career education and industry trends research](#).

Currently integrating the career planning guide in career counseling appointments, classroom presentations, workshops, and through the Freshman Focus Team and College Specialist outreach efforts. This plan provides context for a Sophomore Year Career and Life Readiness Program and Diversity and Inclusion career education and outreach.

2. First-Year Student Outreach

SSF Outcome: Reach out to first-year students to introduce the process of clarifying majors and career planning; inclusive of orientation programs, 100-level classroom and change of major presentations, individual appointments, and groups/workshops.

Measure: Connect with 80% of first-year students.

SSF Deliverable: Career Services created a Freshman Focus Team (FFT) to advise first year students on clarifying majors and career plans. During SLO Days (July and August), FFT facilitated *Paving Your Path: From Here to Career* to all first year attendees. The three-member team also facilitated other groups, classroom presentations, workshops, and events to support first-years clarify and confirm majors, explore internships, career, and graduate school plans, and ground in their first year *Learn by Doing* experiences. All first-years were encouraged to attend the 10 signature Career Fair events. The career counselors were also proactive, creative, and nimble with virtualizing their first year offerings during COVID. Their individual and team efforts resulted in **100% engagement** with the freshman class (Note: first year students not engaged were on the FERPA *Do Not Contact List*).

Measures 2019-20		Student Engagement	
Colleges	Total Student Enrollment	# Engaged	% Engaged
CAFES	1,039	1,037	99.81%
CAED	411	410	99.76%
CENG	1,190	1,188	99.83%
CLA	698	693	99.28%
COSAM	661	661	100.00%
OCOB	635	633	99.69%
FTF ENGAGEMENT	4,634	4,622	99.74%

3. Career Development Strategies

SSF Outcome: Involve first-year students in multiple career planning and development sessions.

Measure: Track students reached through career planning and development sessions.

SSF Deliverable: Career Services connected with first-year students a total of 5,281 times from July 2019-June 2020. In addition, 1,114 additional students from other academic years were served as they attended first year designated classes and workshops. Their overall outreach was to 6,395 students. The Freshman Focus Team provided outreach, conducted classroom

presentations, offered change of major workshops, and facilitated one-on-one appointments and groups about self-assessment, career exploration, decision-making, and the internship search.

Measures									
2019-20	100-level Classroom/Intro Courses	100-level Classroom/Intro Courses	Change Major	Change Major	1-on-1 Appointments	Groups	Groups	MONTHLY TOTAL (1st year)	MONTHLY TOTAL (1st year + non 1st year)
Month	# 1st-year Students	# non-1st-year Students	# 1st-year Students	# non-1st-year Students	# 1st year Students	# 1st-year Students	# non-1st-year Students	1st-year STUDENTS	*STUDENTS (1st year & non 1st year)
July	0	0	0	0	0	0	0	0	0
August	0	0	0	0	6	0	0	6	6
September	735	99	81	20	76	0	0	892	1,011
October	1,563	452	89	14	234	68	0	1,954	2,420
November	1,034	195	60	12	157	15	0	1,266	1,473
December	168	32	6	2	38	0	0	212	246
January	127	162	12	9	199	24	10	362	543
February	49	27	32	10	155	41	14	277	328
March	0	0	4	5	57	0	0	61	66
April	105	29	0	0	39	0	0	144	173
May	41	17	20	5	44	0	0	105	127
June	0	0	0	0	2	0	0	2	2
TOTAL	3,822	1,013	304	77	1,007	148	24	5,281	6,395

NOTES: Total first year students is a duplicated number in this table to accurately document Freshman Focus Team time and engagement with students on multiple career advising, education, and outreach levels.

4. College-Based Counseling Model

SSF Outcome: Support a college-based model in which a Career Counselor is assigned to each of the academic colleges in a liaison role, strengthening college-based partnerships and programming.

Measure: Create a Career Specialist Team and college-based assignments.

SSF Deliverable: Career Services continues with the College Specialist Team model in which a Career Counselor has been assigned to each of the academic colleges. The following chart shows the Career Counselor assignments to each of the academic colleges.

College	College Specialists
CAFES (Agriculture)	Krista Burke
CAED (Architecture)	Jade Moreno
OCOB (Business)	Travis Raynaud
CENG (Engineering)	Tammy Martin
CLA (Liberal Arts)	Laura Hunkler
CSM (Science/Math)	Lily Holzner

5. Counseling Appointments

SSF Outcome: Offer additional career counseling appointment opportunities, reducing the wait period to see a Career Counselor.

Measure: Generate 2,711 counseling appointments; a consistent measure from the original 2014-2015 academic year proposal.

SSF Deliverable: Drop-in Hours (Same day walk-in hours for all students: Monday-Thursday; 1-4 pm), Drop-in Hours (College Specialist and Freshman Focus Team specific designated walk-in hours), one-on-one, and extended hours initiatives (Scheduled appointments, university-wide career education and/or networking program for all six colleges each quarter) continue to support students in getting access to career education in a timely manner. Also, the MustangJOBS platform allows students to independently schedule appointments online (walk-in and telephone appointment requests continues to be a service). During COVID, Drop-in Hours conducted were extended to everyday and career counselors virtualized their advising appointments and presentations. They developed recorded asynchronous academic class presentations and taught synchronous as well. Special career community engagement programs for targeted academic year classes were also offered to students during COVID. Career Counselors conducted 4,398 appointments this year. The following chart is used to track student appointments by academic college:

2019-20	CAFES	CAED	CENG	CLA	COSAM	OCOB	International/ Extended/ Ed/All College	Month	Actual	Goal
Month	Ag	Arch	Engineer	Lib Art	Science	Business		Total	YTD	YTD
July	9	2	16	12	11	7	0	57	57	52
August	7	6	19	17	19	17	0	85	142	112
September	43	14	240	50	64	45	5	461	603	284
October	129	68	277	104	77	115	7	777	1,380	634
November	104	26	185	105	66	49	3	538	1,918	942
December	26	5	68	35	25	17	3	179	2,097	1,092
January	130	74	286	107	77	99	13	786	2,883	1,412
February	108	30	189	108	81	68	10	594	3,477	1,733

March	50	16	94	63	46	28	3	300	3,777	1,990
April	41	12	80	31	27	38	1	230	4,007	2,306
May	30	12	84	47	36	36	0	245	4,252	2,569
June	22	7	39	32	22	24	0	146	4,398	2,711
TOTAL	699	272	1,577	711	551	543	45	4,398	Actual	Goal

6. Extended Office Hours

SSF Outcome: Offer extended office hours to meet with students.

Measure: Availability of extended office hours.

SSF Deliverable: Career Services continued to offer extended office hours and services to support students: scheduled evening appointments, workshops, and university-wide evening programming (minimum of four career education and/or networking programs per quarter), additional college-specific and first-year specialized programs, student-alumni mixers, programming in University Housing, employer information sessions, and career fairs. Also provided extended [24/7 virtual resources](#) during COVID.

7. Career Portfolio Plan

SSF Outcome: Identify and integrate an innovative career portfolio platform for students to document and showcase evidence of academic and professional achievement.

Measure: Implement an on-line Career e-Portfolio Platform, targeting all students.

SSF Deliverable: After a thorough evaluation process of e-portfolio vendors in the 2014-2015 academic year, Career Services had a successful Portfolium launch for students in Spring Quarter 2015 and alumni in Fall Quarter 2015. We currently have 8,759 students and 4,865 alumni for a total of 13,624 registered users. **Outreach**: Career Services Ambassadors trained on Portfolium and then they reached out to 30 clubs to invite themselves to present to club on Portfolium, Winter Quarter; Article in Poly Report during Winter Quarter to increase awareness of Portfolium amongst faculty and staff: Faculty & staff were invited to attend Portfolium workshop for students on 2/27/20; Outreach to CENG faculty, specifically sophomore level classes, for classroom presentations during Spring. COVID in the spring quarter impacted Portfolium engagement with students and faculty. **New Resource**: 9-minute video about Portfolium created and resides on the Career Services website. **Presentations**: 9 Portfolium Presentations total during 2019-20: 5 classroom presentations with 182 students total (1 synchronous/47 students + 4 asynchronous/135 students) and 4 workshops with 37 students total (3 in-house/25 students + 1 club/12 students). **Portfolium Challenge**: Contest during Spring: 3 College winners. **Honors Program Updates**: The Portfolium Committee met with Professor Gregg Fiegel from the Honors Program in summer 2019. The Honors Program is continuing to require all Honors students to use Portfolium program. Professor Gregg Fiegel pays for the grading feature separately to make it easier for him to grade the students profiles and project entries.

8. Job Postings

SSF Outcome: 20% increase in job postings, thus keeping pace with the growing number of electronic job postings.

Measure: Career Services will generate 10,447 job postings

SSF Deliverable: Career Services had a record number of high numbers of job and internship postings before March 15th and the onset of the COVID Crisis. From March 15th through June 30th, our postings dropped about 50% per month. Interestingly and due to the high number of postings before March 15th, our year-end total of 37,519 postings exceeded 2018-19's total by 3,351 and 2017-18's total 5,259 from two years ago. The following chart shows a breakdown of 2019-20's job posting types:

Month	Month						Actual	Goal
	Career	Experiential Learning	Local PT	On-Campus	Fellowships	Work Study	YTD	YTD
July	1,963	530	146	23	34	4	2,696	531
August	2,294	926	161	38	32	8	3,451	1,223
September	2,414	1,543	218	63	55	34	4,293	2,256
October	2,476	1,316	172	36	77	10	4,077	3,023
November	1,940	1,101	142	29	64	8	3,276	3,750
December	1,977	1,086	82	23	59	3	3,227	4,325
January	2,628	1,857	206	38	133	5	4,862	5,297
February	2,130	1,940	171	50	74	3	4,365	6,189
March	1,767	1,089	84	23	87	4	3,050	7,209
April	1,042	410	54	3	48	-	1,557	8,421
May	917	327	58	5	59	3	1,366	9,561
June	1,184	3	47	9	53	3	1,299	10,447
TOTAL	22,732	12,128	1,541	340	775	85	37,519	Actual Goal

9. Emerging Markets

SSF Outcome: Career Services will research new emerging job markets, exposing students to, and creating, additional employment opportunities for students.

Measure: Present six new emerging job markets, distributing market information and job posting sites.

SSF Deliverable: With the onset of COVID, delivered four programs with 218 total attendees:

- Food and Society (CAFES), Tuesday February 11, 2020
- Careers in 3D Printing (CENG), Thursday February 20, 2020
- Debunking Data (CSM), Tuesday February 25, 2020
- Navigating an Uncertain Job Market: How This Economy Could Affect Cal Poly Students (ALL) Tuesday May 26, 2020 (*Pivoted and redesigned the last program to address 2020 graduates' needs and reach a broader audience during COVID. We will continue this program delivery approach in 2020-21*).

Also updated [Emerging Markets website](#) with relevant resources for students.

10. On-line Resources

SSF Outcome: Career Services will provide students with access to on-line search resources to assist the job search process.

Measure: Provide three on-line resources that will assist students with the job search process.

SSF Deliverable: **Overview:** Career Services continues to provide access to 24/7 on-line resources to assist students with self-reflection, career exploration, and the job search process. In addition to the following resources, Career Services provides students jobs and internships through the **MustangJOBS** platform and high student engagement through the Career Services website: **Career Spots (“Video Spots”)** - Prepares students for their careers by reviewing a virtual library of high-quality videos on careers, occupations, internships and other related areas; **Going Global** – Assists students explore international and domestic; jobs, internships world-wide, cultural norms/advice, country and corporate profiles, and hiring guidelines by region; **BIG Interview** – Assists students with on-line job interview training and practice (mock interview record and playback feature); **Portfolium** – Assists students and alumni visually showcase their skills, projects, experiences, and goals to employers, mentors, and peers. Also, a reflective tool to collect, highlight, and demonstrate accomplishments, as well as provide preparation for communicating during networking and interview experiences; **Focus 2** – Assists students with self-assessment and career exploration and also inclusive of majors and career paths information. **Cal Poly Career Connections (CPCC)** - A new platform supported and adopted by all six Colleges, Career Services, CPAA, and Alumni Engagement to engage alumni to mentor and network with students.

Overall Student Interface with Career Services Technology: 75% of unique Cal Poly students engaged with MustangJOBS, powered by the Handshake platform with 99% having a unique log-in (179,146 total log-ins and 19,971 unique log-ins), Career Services website had 88,219 unique and returning users this past year with the top five pages being Homepage, Career Fairs (Students page), MustangJOBS, Career Fairs (Recruiting page), and Graduate Status Report (GSR). Career Spots: 2,571 views. Going Global: 257 students with 2,502 page views. Big Interview Users: 158. In addition, Portfolium (*highlighted in section 7 of this report*) has 13,624 registered student and alumni users on the e-portfolio platform (8,759 students and 4,865

Alumni). Focus2: 302 Users with 532 logins. Cal Poly Career Connections (CPC): Overall registered users: 8,911 with 5,259 students, 3,516 alumni, 86 faculty and staff, and 50 non-alumni mentors.

11. Employer Development

SSF Outcome: Develop a new employer base that would impact non-technical majors.

Measure: 120 new employer partners that reach a broader range of majors and careers.

SSF Outcome: Expand employment opportunities through existing employer partners.

Measure: 80 existing employer partners that reach a broader range of majors and careers.

SSF Deliverable: Career Services has two Employer Development Specialists (CSM and CLA) who continue to grow an employer base and opportunities for students with 315 established employer relationships in the 2019-20 academic year; 143 new employees and 172 existing employers (57% beyond goal). *Important Note*: Due to reorganization in Career Services and resulting staff search process, the full-time CLA Job Developer position was open for several months with a new hire beginning in early 2020.

2019-20	New Employers	Existing Employers	Month Total	Actual YTD	Goal YTD
July	2	5	7	7	5
August	2	5	7	14	20
September	18	9	27	41	35
October	1	4	5	46	55
November	36	8	44	90	75
December	0	12	12	102	85
January	18	9	27	129	105
February	6	8	14	143	125
March	9	14	23	166	150
April	15	35	50	216	175
May	19	32	51	267	190
June	17	31	48	315	200
Total	143	172	315		200
Goal	120	80	200		

12. Job Postings

SSF Outcome: 50% increase in career and co-op/internship/summer job postings for the College of Liberal Arts and College of Science & Mathematics.

Measure: 2,010 CLA job/internship postings and 2,229 CSM job/internship postings (a 50% increase comparable to the original 2014-2015 proposal measure).

SSF Deliverable: Career Services posted 11,811 CLA jobs and 12,492 CSM jobs (substantially exceeding the planned measure and an increase compared to the last academic year; even with COVID limiting overall opportunities for all majors an average decrease of 50% postings monthly from March 15th – June 30th. The following chart shows a breakdown of job posting types for CLA and CSM majors:

CLA 2019-20	Career Postings	Pre-Career Postings	Month Total	Actual YTD	Goal YTD
July	714	233	947	947	123
August	669	290	959	1,906	228
September	717	393	1,110	3,016	359
October	866	476	1,342	4,358	549
November	673	401	1,074	5,432	681
December	715	310	1,025	6,457	789
January	861	659	1,520	7,977	942
February	686	729	1,415	9,392	1,110
March	587	354	941	10,333	1,292
April	291	136	427	10,760	1,518
May	310	135	445	11,205	1,814
June	409	197	606	11,811	2,010
Total	7,498	4,313	11,811	Actual	Goal

CSM 2019-20	Career Postings	Pre Career Postings	Month Total	Actual YTD	Goal YTD
July	736	182	918	918	123
August	720	237	957	1,875	254
September	813	336	1,149	3,024	401
October	956	405	1,361	4,385	602
November	799	376	1,175	5,560	744
December	817	337	1,154	6,714	864
January	884	530	1,414	8,128	1,047
February	833	720	1,553	9,681	1,236
March	719	384	1,103	10,784	1,439
April	374	179	553	11,337	1,698
May	314	172	486	11,823	2,004
June	506	163	669	12,492	2,229

Total	8,471	4,021	12,492	Actual	Goal
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13. Tracking Employer Participation

SSF Outcome: Increase employer participation in career events, employer events, college events, recruitment activities, and faculty and Career Services engagements.

Measure: Track employer participation in career events, employer events, classroom presentations, college-based events, recruitment activities, and faculty and career engagements.

SSF Deliverable: The CLA and CSM Employer Development Specialists (EDS) coordinated 1,016 employer engagements through Career Services, employer, recruiting, and college events, as well as through employer and faculty engagement. Due to staff resignations that necessitated a Career Services reorganization, a new CLA-Employer Development Specialist was hired mid-year. In addition to these two specialists contributing to high impact employer engagement results in sections 8, 11, and 12 of this report, below are additional offerings for CLA and CSM students:

CLA:

- Launched first-ever CLA Career Series, *Exploring Outside the Boundaries of Liberal Arts*. Each week, focused on a different industry (HR, writing, tech, and entertainment) and showcased Cal Poly Alumni sharing their career paths. The outcome of this series was for students to learn how to leverage the core skills Liberal Arts students bring to the table, while also connecting alumni to CLA leadership and faculty. A total of 116 students attended this series over five weeks.
- Created a CLA Careers group on Cal Poly Career Connections to connect current CLA students with CLA alumni to foster professional networking and mentoring. There are currently 27 members with continuous daily growth.
- Scheduled and facilitated faculty meetings.

CSM:

- Continued to develop partnerships within the College of Science and Math utilizing the **Career Services Department Working Group** model with Mathematics, Bio/Microbio/Marine Sciences, Statistics, Physics, Liberal Studies departments. These teams, which include faculty liaison(s), academic advisor, career counselor, employer relations representative, and student leaders, worked together in pursuit of the following objectives:
 - Leverage existing industry partnerships and develop new, impactful employer relationships
 - Increase student engagement in career development programs, services and resources
 - Discuss employer referrals, potential immersive partnerships, and outcomes
 - Collaborate on events that involve industry professionals

- Gain insight into most important career skills needed for students
- Create strong career development networks across campus
- Expand opportunities and industry connections for students and faculty
- Stay connected with alumni, showcase their career paths and expertise to students
- Created a Physics group on Cal Poly Career Connections to help connect current Physics students with alumni to offer career development and networking opportunities. Promoted the group, as well as numerous other ways for alumni to support current students in an email campaign to 450 Physics alumni which led to a virtual Physics careers panel that Career Services hosted in partnership with the department and student club.
- Launched a mock interview program with employers from three different companies for the Chemistry department that ran once per quarter with a 300 level seminar course and allowed students to gain interview experience and get feedback from industry partners. This also led to a Chemistry Careers talk by two of the industry partners as well as numerous internship and job opportunities being shared with the students. The Spring Quarter experience was held virtually.
- Hosted Office Hours for alumni and recruiters to be able to meet with students and discuss their career questions in a 1:1 setting utilizing interview rooms at Career Services.
- Hosted numerous virtual employer events during spring quarter: Victory Cruise Lines Information Session, Genentech Panel, a Physics Careers panel (with alumni from 4 different employers).
- Created responsive resources to support students in their job and internship searches during the pandemic and delivered these via targeted newsletters.

14. Student Success Fee Funding

Jobs Program:

SSF Outcome: Career Services was allocated \$77,000 for the Jobs program starting in 2012-2013 academic year.

Measure: Fully expend SSF funds through the delivery of services.

SSF Deliverables: One Recruiting Associate has been assigned to support the Jobs program.

Enhancement Program:

SSF Outcome: Career Services was allocated \$655,000 for the Enhancement Program (First Impact, Increased Service Capacity and More Jobs) for 2017-18 academic year (starting in 2014-15 academic year). Career Services concluded the year with a remaining balance of \$6,708.

Note: The \$6,708 monies for rollover to 2020-21 academic year was due to cancelled travel and lower overhead with virtual services during COVID (no food and program marketing with less student employee hours), as well as the CLA Employer Developer new hire mid-year.

Measure: Fully expend SSF funds through the delivery of services.

SSF Deliverables: 4 Career Counselors, 2 Employer Development Specialists, 1 Recruiting Associate, 1 Graduate Intern, and 1 Administrative Support position have been hired to support

the project. In addition, the Executive Director, Associate Director, Assistant Director, and Office Analyst collectively oversee programming, training, budgeting, assessment, and reporting.

15. Cumulative Expenditure Report

The SSF Programs were fully staffed at the onset of the 2019-20 academic year, but with Career Services staff resignations and reorganization needs, a search for a FT CLA Employer Developer was hired to start in January 2020. With extended and reimagined virtual services during COVID, budget allocations were reassessed to ensure student career readiness and success services are implemented in a timely, cost efficient, effective and outcomes-based manner. The results was in savings and a rollover to the 2020-21 academic year of \$6,708. Overview of expenditures for staff salaries/benefits and program/resources/services administrative costs are outlined below:

Month	Salary & Benefits	Admin Overhead	SSF Total
July	\$44,693.28	\$835.95	\$45,529.23
August	\$43,197.98	\$329.35	\$43,527.33
September	\$43,199.07	\$338.45	\$43,537.52
October	\$48,841.54	\$1,023.04	\$49,864.58
November	\$48,793.17	\$3,392.44	\$52,185.61
December	\$48,002.76	\$2,559.27	\$50,562.03
January	\$61,851.95	\$9,249.30	\$71,101.25
February	\$56,359.23	\$16,188.12	\$72,547.35
March	\$56,359.23	\$7,220.55	\$63,579.78
April	\$64,220.51	\$2,497.54	\$66,718.05
May	\$70,230.10	\$10,427.35	\$80,657.45
June	\$64,246.78	\$38,042.45	\$102,289.23*
Total	\$649,995.60	\$92,103.81	\$742,099.41
Allocation			\$732,000.00
Carry-over 2018-2019			\$16,807.44
Total			\$748,807.44
Budget Remaining 2019-2020			\$6,708.03*

***Notes:** We still need to pay for ordered computers (\$6,119.93) and June student wages (\$18,175.30); already calculated in the above budget. The remaining \$6,708 is a result of a delayed mid-year hire for a new Employer Development Specialist, travel restrictions, low overhead during COVID (no food, copying, or marketing signage), and less student worker hours.

Updated 8/12/20