



## AY 2020-21 Student Success Fee Impact Report

### Student Affairs

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#### Department/Unit: Career Services

#### Approved Programs

- Career Services Enhancement Program:
  - First Impact – Freshman Focus Team
  - Increased Service Capacity – Career Counseling, Education, and Outreach
- Career Services Jobs Program:
  - Expansion of Employer Services Team and Services
  - Emerging Markets Program
  - Self-Assessment, Career Exploration and Readiness, Jobs/Internships, Networking, and Portfolio Online Platforms

#### Summary of Fee-funded positions and expenses (Total Base Allocation: \$732,000)

- Four Career Counselors
- Two Recruiting/Events Team Members (Employer Services Team)
- Two Employer Relations Specialists (Employer Services Team): Job and Internship Developers for CLA and CSM)

#### Student Impacts and Successful Outcomes

Program Name	Impacts and Outcomes
Career Services Enhancement Program	<ul style="list-style-type: none"><li>• Engaged 4,737 of first year students; 99% of 2020-21 class (6,414 total first years plus 1,382 non-first years with many students attending more than one offering).</li><li>• Conducted 5,217 career counseling appointments across all academic years and disciplines.</li><li>• Facilitated 491 workshops and class presentations to 9,655 students (17,625 total count with many students attending more than one offering). Many of the recorded presentations are now available online 24/7.</li></ul>

	<ul style="list-style-type: none"> <li>• Emerging Markets was redesigned to support students during a COVID impacted economy with speakers now being recruited from a variety of fields and locations (three Emerging Job Realities programs with 84 student attendees and programs available online for all students and alumni to review 24/7).</li> <li>• NEW: Developed five career education modules via Canvas for faculty to embed in their curriculum (networking, interviewing, discovering career possibilities, navigating job/internship search, and resume &amp; cover letter): 182 modules adopted by faculty with 106 being optional and 76 required. Estimated outreach was 3,749 student touchpoints.</li> <li>• NEW: Living and Working in... A student-alumni virtual networking series: Seattle, Denver, Austin, Washington DC, Boston, and New York (March – August 2021): 112 alumni and 114 students participated to date with two more programs happening in July and August (NYC and Boston). More than 100 students and alumni were pre-registered for each event.</li> <li>• Career Services had 69,217 visitors to website with the top five specific pages being the homepage, MustangJOBS, GSR, Career Fairs, and Resumes–Cover Letters (with <a href="#">Explore Services</a> as the overall #1 link connecting visitors to six of the top ten most popular pages).</li> <li>• Career Ambassadors (Six Peer Leaders) supported 1,024 students through program and individual consultations.</li> </ul>
<b>Career Services Jobs Program</b>	<ul style="list-style-type: none"> <li>• Employers posted a total of 47,972 jobs, internships, and fellowships: with a strong surge of employer activity beginning in February resulting in 9,986 more jobs than last year and 13,804 more than 2018-19.</li> <li>• Career Services funds several online career readiness related platforms through SSF and our Revenue Generating Fund: MustangJOBS powered by Handshake (73% of all students), Career Spots virtual career library (3,738 views; 31% increase compared to last year), Going Global with national and international jobs/internships, country research, and relocation guidelines (392 users; 34% increase compared to last year ), BIG Interview (517</li> </ul>

	<p>users; 69% increase compared to last year), Portfolium to visually showcase skills, projects, and experiences (5,950 students and 8,289 alumni; 4% overall increase compared to last year), Focus2 to support self-assessment and career exploration activities (668 unique users with 1,186 log-ins; 55% increase compared to last year), and Cal Poly Career Connections, a student and alumni networking platform adopted by all six Colleges, Alumni Engagement, and Cal Poly Alumni Association (CPAA) (4,900 students and 4,440 alumni; overall 30% increase compared to last year).</p> <ul style="list-style-type: none"> <li>• The CLA job and internship postings totaled 14,349 (18% higher than last year and 29% higher than 2018-19). The CSM job and internship postings totaled 16,895 (26% higher than last year and 38% higher than 2018-19).</li> <li>• The CLA and CSM Job and Internship Developers facilitated connections with 128 new employers and 375 existing employers (overall increase of 37% compared to last year and 48% increase from 2018-19). And their total engagement through career, college, and employer events, recruiting activities, and faculty and career services work increased by 68% (3,223 contact points this year) compared to last year and increased 47% from 2018-19.</li> <li>• Re-established, enhanced, and leveraged LinkedIn and Instagram presence with students, alumni, and employers to advance Career Services' communications, offerings, and engagement.</li> <li>• Sponsored virtual Career Fairs, Campus Interviews, and Information Sessions resulted in 637 organizations and 1,953 employer representatives recruiting 7,665 students.</li> </ul>
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