



## AY 2021-22 Student Success Fee Impact Report

### Student Affairs

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**Department/Unit: Career Services**

#### Approved proposals

- Career Services Enhancement Program (\$655,000 allocation; implemented 2014):
  - First Impact – Freshman Focus Team
  - Increased Service Capacity – Career Counseling, Education, and Outreach
- Career Services Jobs Program (\$77,000 allocation; implemented 2012):
  - 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, programs and expenses

- Four Career Counselors
- Two Recruiting/Events Team Members (Employer Services Team)
- Two Employer Development Specialists supporting post-graduation opportunities for students in the College of Liberal Arts and College of Science and Mathematics
- Operational expenses: 12Twenty (graduate outcomes) software

#### Student Impacts and Successful Outcomes

Program/Department	Impacts and Outcomes
<b>Career Services Enhancement Program</b>	Conducted 4,947 one-on-one career counseling appointments (scheduled appointments, drop-in hours, and resume clinics).
	Engaged 97.61% of first-time freshmen through appointments, workshops and events.
	Delivered 441 career education programs (class presentations, workshops, events, etc.) serving 16,260 student attendees.
	Shared 63 Canvas career curriculum modules with faculty which were made available to 1,564 students.
<b>Career Services Jobs Program</b>	Connected students to job and internship opportunities with 1,001 companies/organizations via 14 career fairs (10 in-person, 4 virtual).
	Posted 93,142 total opportunities for students on MustangJOBS in 2021-22 (includes full-time jobs, internships, part-time jobs,

	<p>fellowships, co-ops, and federal work study positions). This represents a 94% increase over the prior year.</p> <p>Posted 32,897 opportunities on MustangJOBS for the College of Science and Mathematics, and 27,064 for the College of Liberal Arts between July 2021-May 2022 (final data through June 2022 is still pending).</p>
	<p>Provided students 24/7 access to online career resources including a student-alumni networking platform (Cal Poly Career Connections), self-assessment tool (Focus2), virtual mock interviews (Big Interview), international career resources (Goinglobal), graduate outcomes data (12Twenty) and job posting site (MustangJOBS). The most widely utilized resources were MustangJOBS with 72% of students activating their accounts, and Career Connections with 11,357 total users (alumni and students).</p>
	<p>Provided enhanced career support for students in the College of Liberal Arts and the College of Science and Mathematics by delivering bi-quarterly newsletters with curated career development resources, events, job and internship opportunities, and by delivering tailored programming including speaker panels.</p>
	<p>Hosted emerging markets event “Careers Combatting the Climate Crisis” featuring four panelists representing diverse roles in the industry (attendance = 93).</p>

#### **Changes, modifications, or new funding since the original SSF allocation**

- In the emerging markets portion of one of our initial proposals in 2012, it described hosting six panels per year focused on emerging job markets. We have found that students are also interested in niche and trending markets, so we have broadened the scope of this deliverable to also address those career interests. Additionally, we were unable to host six events in 2021-22 due to the pandemic, departmental changes, and staff vacancies. For 2022-23 and beyond we are exploring different ways of delivering the content to students (e.g. networking events, site visits) and focusing on quality and impact rather than specifically delivering 6 programs in the original format and frequency. We believe this approach will better maximize resources and meet the needs of today’s students.
- In 2021-22, the online portfolio platform, Portfolium, was acquired by Instructure and became integrated into the Canvas learning management system utilized by the University. As a result, Portfolium is no longer managed by Career Services. Furthermore, students’ online portfolio needs are commonly fulfilled by free services

such as wix.com and LinkedIn. As such, we are now investing our resources and efforts into supporting other online tools including our graduate outcomes platform (12Twenty) and our student-alumni networking platform, Cal Poly Career Connections (Peoplegrove). It is worth noting, however, that due to rising costs we are currently paying for the majority of our online platforms (Goinglobal, Focus2, Big Interview, Career Connections) from our MX187 fund since SSF cannot sustain them.

- We have broadened the scope of our Employer Development Specialist (EDS) roles to not only focus on connecting students with jobs and internships, but also on other positive post-graduation outcomes such as community service, fellowships, and graduate school. By evolving the scope of the EDS role we are able to support students in pursuing a wider range of opportunities and meet their increasingly diverse interests.