



AY 2022-23 Student Success Fee Impact Report

Student Affairs

Department/Unit: Career Services

Approved proposals

- Career Services Enhancement Program (Initial \$655,000 allocation; implemented 2014):
 - First Impact – Freshman Focus Team
 - Increased Service Capacity – Career Counseling, Education, and Outreach
- Career Services Jobs Program (Initial \$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: LinkedIn navigator accounts for Employer Development Specialists

Student Impacts and Successful Outcomes

Program/Department	Impacts and Outcomes
Career Services Enhancement Program	Conducted 4,261 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 405 career education programs (class presentations, workshops, events, etc.) serving 14,999 student attendees.
	Shared 41 Canvas career curriculum modules with faculty which were made available to 1,601 students.
Career Services Jobs Program	Connected students to job and internship opportunities with 1,007 companies/organizations via 13 career fairs (10 in-person, 3 virtual).

	<p>Posted 85,111 total opportunities for students on MustangJOBS in 2022-23 (includes full-time jobs, internships, part-time jobs, fellowships, co-ops, and federal work-study positions).</p> <p>Posted 33,224 opportunities on MustangJOBS for the College of Science and Mathematics, and 31,199 for the College of Liberal Arts.</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 73% of students activating their accounts, and Career Connections with 11,035 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>During the 2022-2023 academic year, our Industry Spotlight (formerly Emerging Markets) team delivered the following events, engaging a total of 14 panelists (13 alumni), and serving over 57 students: Careers in Water Panel and Discussion, Careers in Fermentation and Brewing, and Green Careers Panel.</p>

*Note: All data above reflects aggregate data from July 2022-May 2023. June 2023 data is still pending.

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

In 2022-23, we rebranded our Emerging Markets program. On the tenth anniversary of the program, we reintroduced it with a new name: Industry Spotlight. Through this newly reimagined program, we widened our scope to remain relevant to current student interests. Though we have a new name and a more expansive focus, we continue to deliver timely content designed to empower students in the exploration of future career paths.