

CAL POLY

Student Affairs

STUDENT SUCCESS FEE FY 2015-2016 Quarter 4 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. Integrated the career planning guide in career counseling appointments, classroom presentations, workshops, and through the Freshman Focus Team and College Specialist outreach efforts.

2. First Year Student Outreach

SSF Outcome: Reach out to first-year students to introduce the career planning process of clarifying majors and career plans; 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 to advise first-year students on clarifying majors and career plans. Career Services collaborated for the second year with WOW in offering StrengthsQuest. A total of 4,882 first year students were engaged with this program and thus setting the context and momentum for other first year relational, informational, and outcome oriented activities. The total engaged for the 2015-2016 academic year is 4,494 or 92% of all first-year students (12% above the goal and 2% higher than the 2014-2015 academic year).

Measures 2015-16		Student Engagement	
Colleges	Total Students	# Engaged	% Engaged
CAFES	981	965	98%
CAED	397	368	93%
OCOB	717	692	97%
CENG	1,222	1,142	93%
CLA	813	634	78%
COSAM	752	693	92%
TOTAL	4,882	4,494	92%

Note: Does not include International and Extended Education Students.

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 a total of 7,747 first-year student contacts in the 2015-2016 academic year; 28% more students than in the 2014-2015 academic year (5,600). 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 internship search.

Measures	Career Planning & Development Sessions
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2015-16	Classroom	Change Major	1-on-1	Groups	TOTAL
	# Students	# Students	# Students	# Students	STUDENTS
TOTAL	5,396	819	1,192	340	7,747

Note: 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: Career Services will generate 2,711 counseling appointments for 2015-16; a consistent measure from the 2014-2015 academic year with the same 425 goal increase.

SSF Deliverable: FasTrak (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 (Career Counseling services at Mustang Success Center on Tuesday evenings 4:30 pm - 7 pm and university wide career education and/or networking program for all six colleges each quarter) continue to support students get access to career counseling and advising services in a timely manner. Career Services conducted 4,466 appointments in the 2015-2016 academic year; a 39% increase above the annual measure (2,711 students) and in comparison to the 2014-2015 academic year (2,743 students). The following chart is used to track student appointments by academic college:

Month	CAFES	CAED	OCOB	CENG	CLA	COSAM	Month	Actual	Goal
	Ag	Arch	Business	Engineer	Lib Art	Science	Total	YTD	YTD
July	4	8	3	12	14	9	50	50	52
August	6	8	11	18	10	10	63	113	112
September	48	7	74	98	28	53	308	421	284
October	109	43	154	249	111	72	738	1,159	634
November	139	33	66	171	87	55	551	1,710	942
December	52	17	20	48	33	20	190	1,900	1,092
January	137	35	99	212	82	91	656	2,584	1412
February	100	48	108	155	90	79	580	3,166	1733
March	59	19	47	107	59	62	353	3,489	1990
April	62	36	79	122	56	55	410	3,929	2,306
May	91	41	57	115	70	65	439	4,370	2,569
June	12	9	12	33	14	15	95	4,466	2,711

TOTAL	819	304	730	1,340	654	586	33	4,466	Actual
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5. 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 expand extended office hours to support career ready students: Mustang Center Walk-In Hours: Tuesday (4:30 pm to 7:00 pm); Student Services Building University-wide Evening Programming: Three Career Education and/or Networking Programs per quarter; College and First Year Specialized Programs: College Specialists and Freshman Focus Team Career Counselor evening programs and workshops.

6. 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 (Spring Quarter 2015) and alumni (Fall Quarter 2015) with the following results: Total Students: 17,204 accounts since 4/26/15 launch date; Total Alumni: 8,601 alumni accounts since 10/2/15 launch date. Discussions with faculty occurred in the Fall 2015 Quarter and Spring 2016 Quarter to discuss integration into student academic work. Faculty outreach plans are still in discussion. Introduction to employers will happen in the 2016-2017 academic year.

7. 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 in the 2015-2016 academic year (20% increase measure)

SSF Deliverable: Career Services posted 18,750 positions to date; exceeding the planned annual measure by 44% and a 10% increase compared to the 2014-2015 academic year (16,857 positions). The following chart shows a breakdown of job posting types:

Month	Career	Pre-Career	Local PT	On-Campus	Work Study	Month Total	Actual YTD	Goal YTD
July	767	135	223	36	1	1,162	1,162	532
August	865	211	293	51	5	1,425	2,587	1,223
September	1011	321	352	82	80	1,846	4,433	2,256
October	1173	362	287	46	17	1,885	6,318	3,023
November	778	248	206	39	7	1,278	7,596	3,750
December	708	241	194	36	10	1,189	8,785	4,325
January	991	398	252	67	12	1,720	10,505	5,297
February	1004	529	247	35	8	1,823	12,238	6,190
March	945	515	267	59	17	1,803	14,131	7,210
April	920	464	257	47	9	1,697	15,828	8,422
May	910	309	275	66	9	1,569	17,397	9,562
June	804	257	254	38	0	1,353	18,750	10,447
TOTAL	10,876	3,990	3,107	602	175	18,750	Actual	Goal

8. 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: Six new markets were identified through job and economics research related to majors in all six Cal Poly colleges. Industries are introduced through career events and web launches: Biomanufacturing and Bioprocessing (Feb 2), Data Visualization and Digital Storytelling (Feb 9), Sustainable Structures (Feb 16), Financing the Future of Business: Venture Capital and Crowdfunding (May 3), Agritourism (April 26), and Internet of Things (May 10). Partnered with 26 expert speakers (11 being alumni), 17 staff and faculty members to educate 258 students on these six emerging markets. Also researched and promoted 360 emerging market-related job opportunities to students.

9. 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: Career Services continued to provide access to 24/7 on-line resources to assist students with the job search process: *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 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 (inclusive of majors and career paths information). Also, Career Services has been assessing and developing new technical initiatives in the 2015-2016 academic year with the following results: August 2016 launch of a new MustangJOBS platform powered by HandShake and new department website which is inclusive of updated information, visual graphics and a navigational system.

10. 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 hired two Employer Relations Specialists who continue to grow an employer base and opportunities for students with 364 established employer relationships; 45% beyond the annual measure and 43% increase compared to the 2014-2015 academic year.

2015-16	New Employers	Existing Employers	Month Total	Actual YTD	Goal YTD
July	3	4	7	7	5
August	4	8	12	19	20
September	6	7	13	32	35
October	4	20	24	56	55
November	12	31	43	99	75
December	9	10	19	118	85
January	18	22	40	158	105
February	28	24	52	210	125
March	41	59	100	310	150
April	5	15	20	330	175
May	11	16	27	357	190
June	4	3	7	364	200
Total	145	219	364	Actual	Goal 200

11. Job Postings

SSF Outcome: 50% increase in career and co-op/internship/summer job postings for the College of Liberal Arts (2,010 positions) and College of Science & Mathematics (2,229 positions).

Measure: 2,010 CLA job/internship postings and 2,229 COSAM job/internship postings for

2015-16 academic year.

SSF Deliverable: Career Services has posted 2,964 CLA positions; exceeding the planned annual measure by 32% and 23% increase compared to the 2014-2015 academic year (2,290 positions) and 3,033 COSAM jobs; exceeding the planned annual measure by 27% and a 7% increase compared to the 2014-2015 academic year (2,828 positions). The following chart shows a breakdown of job posting types:

CLA 2015-16	Career Postings	Pre-Career Postings	Month Total	Actual YTD	Goal YTD
July	145	33	178	178	123
August	137	36	173	351	228
September	180	40	220	571	359
October	238	61	299	870	549
November	129	81	210	1,080	681
December	133	64	197	1,277	789
January	164	77	241	1,518	942
February	185	114	299	1,817	1,110
March	181	110	291	2,108	1,292
April	184	99	283	2,391	1,518
May	236	102	338	2,729	1,814
June	175	60	235	2,964	2,010
Total	2,087	877	2,964	Actual	Goal

COSAM 2015-16	Career Postings	Pre Career Postings	Month Total	Actual YTD	Goal YTD
July	182	26	208	208	123
August	151	24	175	383	254
September	192	32	224	607	401
October	272	64	336	943	602
November	149	45	194	1,137	744
December	139	56	195	1,332	864
January	162	78	240	1,572	1,047
February	186	95	281	1,853	1,236
March	164	106	270	2,123	1,439
April	197	90	287	2,410	1,698
May	276	101	377	2,787	2,004
June	193	53	246	3,033	2,229
Total	2,263	770	3,033	Actual	Goal

12. 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: Career Services coordinated 675 employer engagements; a 57% increase compared to the 2014-2015 academic year (287 employer engagements).

13. Student Success Fee Funding

SSF Outcome: Career Services was allocated \$77,000 for the Jobs program starting in 2012-13.

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

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

SSF Outcome: Career Services was allocated \$655,000 for the Enhancement program (First Impact, Increased Service Capacity and More Jobs) for 2015-16.

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

SSF Deliverables: Four Career Counselors, 2 Employer Relations Specialists, 1 Recruiting Associate and 1 Administrative Support Assistant have been hired to support the project. In addition, the Executive Director (and former Director), Assistant Director, and Freshman Focus Team Lead collectively oversee programming, training, budgeting, assessment, and reporting.

14. Cumulative Expenditure Report

The SSF Programs were fully staffed for the 2015-2016 academic year. With extended services and additional expended staff time, budget allocations will be reassessed to ensure student career readiness and success services are implemented in a timely, cost efficient, and effective (outcomes-based) manner. Expenditures for the staff salary and benefits and program/resources/services administrative costs are outlined below:

Month	Salary & Benefits	Admin Overhead	SSF Total
July	\$57,413.61	\$3,703.13	\$ 61,116.74
August	\$53,926.04	\$2,631.55	\$ 56,557.59
September	\$51,722.31	\$19,987.17	\$ 71,709.48
October	\$59,424.16	\$5,082.85	\$ 64,507.01
November	\$57,648.74	\$7,495.05	\$ 65,143.79
December	\$59,581.58	\$16,354.68	\$ 75,936.26
January	\$58,392.21	-\$8,416.48	\$ 49,975.73
February	\$58,391.50	\$10,354.93	\$ 68,746.43

March	\$53,858.18	-\$11,621.68	\$ 42,236.50
April	\$58,392.21	\$1,521.60	\$ 59,913.81
May	\$58,468.71	\$2,454.00	\$ 60,922.71
June	\$57,139.17	\$2,772.30	\$ 59,911.47
Total	\$ 684,358.42	\$ 52,319.10	\$ 736,677.52
Allocation			\$ 732,000.00