Student Success Initiative Year Three/Summative Report

As part of CSUSB's commitment to our students and our accountability regarding the use of their student success fees, it is important to periodically provide detailed, succinct information regarding how SSI funds were utilized to support specific outcomes-based programs, the intended goals and outcomes of those projects or programs, the measures used to assess said outcomes, the results of those measures.

Please use the following template when preparing your unit's Year Three/Summative Report for the SSI Executive Committee. Keep in mind this report should serve as both a summary of your Year Three activities, as well as a cumulative report of your project's/program's experience and results over the course of the entire three-year period since SSI funds were first allocated.

Reports will be due to *your respective vice president or dean* by April 15. Should you have any questions or concerns regarding the completion of this report, please contact *Joanna Oxendine* via email at *joxendin@csusb.edu.*

CONTACT INFORMATION

Department/Unit Receiving Funding: Career Services, PDC

University Division: Academic Affairs

Name and Title of Person Responsible for Overseeing Your Department's SSI Activities:
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SSI PROGRAM/PROJECT OVERVIEW: (Describe the original overarching purpose, goals and outcomes of your SSI-funded project(s), program(s), etc. Bulleted lists and/or tables are encouraged.)

Year 1 – [AY 2011-2012] SSI Funding activities did not exist at the Palm Desert Campus (PDC).

Year 2 – [AY 2012-2013]

   In year two, the original purpose of the SSI fees was to provide students with an opportunity to make informed and educated decisions regarding their career path through career exploration, research, decision-making process, and experiential opportunities.

   The PDC Career Center focused on two student learning objectives:

   SLD Goal 1: PDC students will have the ability to conduct realistic self-appraisal and develop self-understanding in regards to career choices.

   SLD Goal 2: PDC students will acquire knowledge and skills that contribute to career readiness.

   Operations (OP) Goal 1: A greater number PDC students will be aware of the existence of the Career Services office and of the services it provides.

   OP Goal 2: PDC students will have a positive experience when working with Career Services.

   OP Goal 3: A greater number of PDC students will utilize the services provided by the Career Services office.

   Initially there was not a way to capture or measure how well students were learning what the Career Center was trying to help them learn.

Year 3 – [AY 2013-2014] The goals and outcomes were refined to align with our tracking and assessment tools.

   Unit's major initiatives, programs, projects, activities, or positions funded by SSI:

   1. On-campus presentations
   2. Fall & Spring Career Fairs
   3. Etiquette Dinner
   4. Strengthen employer relations/internships

5. Interview skills, resume writing, job search
6. Hired Career Services advisor
7. Designated an office & interview room
8. Purchased books & tests

This status of each of the above listed major initiatives, programs, projects, activities, or positions is best described as:

	In Planning/Preparation	In Pilot Phase	Beginning Implementation	Implemented and Ongoing	Implemented and Completed	N/A
1	○	○	○	☑	○	○
2	○	○	○	☑	○	○
3	○	○	○	☑	○	○
4	○	○	○	☑	○	○
5	○	○	○	☑	○	○
6	○	○	○	○	☑	○
7	○	○	○	○	☑	○
8	○	○	○	○	☑	○

SSI funded activities are used to enhance career services to provide all students with tools and services that support their educational, personal, professional, and career goals and offer programs that strategically address career and life opportunities.

This project/program/activity/position has outcomes can be tied to the following overarching SSI priorities:

☑ Four- and six-year graduation rates

☑ Placement in graduate school or career

☑ Retention rates

SSI-FUNDED ACTIVITIES: (Please list and describe the activities undertaken for each year of the initial SSI allocation. If no activities were undertaken or funded for a particular year, please explain why.)

Year 1 – [AY 2011-2012] SSI Funding activities did not exist at the Palm Desert Campus (PDC).

Year 2 – [AY 2012-2013] Hired a part-time Career Center Counselor for the PDC Career Center with the goal to develop activities was put into place. The vision and mission of the programs started to be developed and initial services were delivered to students.

Mission Statement: The mission of the CSUSB, Palm Desert Campus Career Services Office is to provide all students with tools and services that support their educational, personal, professional, and career goals. With support from community partners, the Career Services Office offers programs that strategically address career and life opportunities, preparing students to be successful in a diverse and technologically advanced community.

Vision Statement: The CSUSB Palm Desert Campus Career Services Office will be a vital community and business partner, supporting career readiness through collaboration and active engagement with employers. We will strive to meet critical regional workforce needs

Data captured was to included:

       -Number of students served
       -Number of employer contacts
       -Number of student and employer events
       -Number of classroom visits
       -Marketing strategies

Information gathered were provided weekly and yearly reports to administrators; shared with co-workers; and evaluated to improve services based on target numbers.

OrgSync and CoyoteLink were used to obtain feedback from students. Evaluation of feedback allowed the Career Center to improve services.

Detailed activities are outlined in section below, "Accomplishments/Progress towards outcomes" in year two. Most of the measurements concerned usage by students of various services and programs put in place by the Career Services. At the end of the 2012-2013 academic the year the Career Services Counselor 10-month contract was completed, and the individual left to pursue other endeavors.

Year 3 - [AY 2013-2014] A part-time Career Center Advisor was hired in mid-September 2013. This seasoned individual with strong ties to the community is very familiar in: supporting students in career paths, planning and coordinating events for business/education partnerships, setting up internship and job shadow opportunities for students, and tailoring presentations for different audiences.

Discussions between the career advisor and the director of the Career Development Center in San Bernardino led to discussions on how to align the PDC goals, programs and tools of the Palm Desert Campus with those of the San Bernardino Campus. This would minimize redeveloping existing programs, and enable maximum efficiency with limited hours on campus.

ACCOMPLISHMENTS/PROGRESS TOWARDS OUTCOMES: (Describe the progress you have made each year toward your original SSI goals and outcomes. Indicate clearly how student success was enhanced by your program or service/s. Be sure to include the measures you employed and evidence/data you collected for each outcome where appropriate.)

Year 1 [AY 2011-2012] - No SSI funds or associated programs

Year 2 [AY 2012-2013]

✓ Refinement of the Mission and Vision of the Career Services Office:

Mission Statement
The mission of the CSUSB, Palm Desert Campus Career Services Office is to provide all students with tools and services that support their educational, personal, professional, and career goals, through an integration of the campus and community. With support from community partners, the Career Service Office offers programs that strategically address career and life opportunities, preparing students to be successful in a diverse and technologically advanced community.

Vision Statement

CSUSB, Palm Desert Campus Career Service Office will be a vital community and business partner, supporting career education awareness through collaboration and active engagement with employers. We will strive to meet critical regional career needs and demands, nurturing responsible and ethical emerging leaders in the Coachella Valley.

✓ Through the use of tracking information using Excel spreadsheets, the following data was gathered:

SERVICE ACTIVITY	IMPACT	FUNDS
Individual Student Appointments	148	
Total students served through On Campus Presentations at USTD100, Marketing 420, Communications 200, Fall Orientation 2012, Grad Fair 2013, Nursing Orientation.	290	
First Fall Career Fair 2012 on November 1, 2012, a collaborative effort between College of the Desert Workability Program, CSUSB Palm Desert Workability program and Career Services.	Students: 110 Employers: 22	$920
The Spring Career Fair 2013 on March 17, 2013, a collaborative effort between College of the Desert's Career Center, Workability Program and CSUSB Palm Desert Campus' Career Services and Workability Program. This fair was held at College of the Desert.	Students: 400 Employers: 45	$1,800 (these funds went to the sponsoring campus, COD)
Etiquette Dinner: Established the CSUSB Palm Desert Campus first Etiquette Dinner designed to teach students etiquette during a formal dinner interview or event. Collaboration with Target, Agua Caliente Casino and Rancho Mirage Student Center and Career Services.	Students: 23 Employers: 2	**Budget**: Career Services: $ 500.00 Rancho Mirage Student Center: $ 1,000.00 Total cost: $ 1,500.00

✓ Equipment and Supplies Acquired for Career Services:

   1 desktop computer
   2 Student desktop computers
   1 Student desktop computer for students with disabilities (ADA compliant)
   2 laptop computers
   1 printer
   1 Office space (IW 108)
   1 Interview Room (IW 107)
   Self-Directed Search Assessments
   Career Library Books

✓ Established Marketing Campaign for Career Services: flyers, interviews with local media, video and social media: Facebook and Twitter

Year 3 [AY 2013-2014]. Note, data and outcomes reported below only cover Fall 2013 and Winter 2014.

✓ PDC became a user of CareerLaunch, the job board and search support database used by students and alumni.

SLO 1: Students will assess, articulate, and acknowledge personal skills, abilities, and growth areas in order to make decisions related to development.
SLO 2: Students will develop and/or demonstrate skills and abilities that contribute to career readiness.
SLO 3: Students will learn how to conduct themselves professionally during mock or actual interviews.

SERVICE ACTIVITY	IMPACT
Individual Student Appointments	140
Total students served through On Campus Presentations: o Maria Haigh's class Oct. 10, 2013 at --- 1 p.m. o Maria Haigh's class Oct. 14, 2013 at --- 12 p.m. o Crystal Rodriguez' class Nov. 5, 2013 at --- 10 a.m. o Crystal Rodriguez' class on Nov. 7, 2013 at – 3 p.m. o History Class by invitation of Priscilla Porter and Professor Standley, Dec. 4 at 9 a.m. o Nursing Resume Prep on March 14, 2014 o Psychology Club, Feb. 12 at 5 p.m. o Alpha Omega Business Association, Jan. 27, 2014 at 5 p.m. o Maria Haigh's class Jan. 28, 2014 at --- 10 a.m. o Crystal Rodriguez' class on Feb 20, 2014 at – 3 p.m.	169
Workshops on Feb. 18, 2014, Presenting the Professional You and Interview Techniques and Tips	Students: 21 in each Professionals: 2
Careers OnDemand with live interviews along with Workability Program at CSUSB-PDC.	Students: 17 Employers: 8 [12 reps]
Mock Interviews – face-to-face or Skype	27
Resume reviews and guidance by email	More than 62
Employer outreach through career fairs: Riverside County, College of the Desert , and CSUSB	102 contacts

1. Satisfaction of Career Center Advising Services: Offering good suggestions/ideas = **96%**
2. Career Center discussion on career options based on major = **91%**
3. Topics for workshops that interest students include: Career Choices based upon major selected by student; Professional Networking (meeting others, introducing yourself, etc.); Creating Your Life Mission (purpose); Networking to find another job.
4. 100% of professionals who attended Careers OnDemand indicated YES, that they would participate in future Career Fair events.
5. Four of seven employers obtained top two candidates for two positions they were seeking to fill, resulting in follow-up interviews and of which some were direct hires.

SLO 4: Students will learn and demonstrate appropriate behavior in the work setting.

1. First Etiquette Dinner held in Spring 2013 engaged 23 students, two employers and sponsored by a local company.

SLO 5: Students will access opportunities to make meaningful connections with employers and educators.

1. Planning Etiquette Dinner for May 15, 2014: potential of 24 participants.
2. Careers OnDemand with live interviews in February provided direct student contact with employers. Another is planned for May 20, 2014.
3. Employers who offer job opportunities can increase their visibility by renting table space in the lobby of one building on campus. Care is given to find day and time slot so that the most students are exposed to the exhibit table and can meet with the representative.
4. Employers can also advertise to hold specific meetings to present job opportunities to students at a designated date/time/place.

SLO 6: Students will access internship, service learning, and volunteer opportunities that contribute to career readiness.

Career Services is partnered with the Alpha Omega Business Association. This group informs students of volunteer opportunities. Students access internships via CareerLaunch or through direction communication with the Career Center. The Career Center connects directly with employers to formulate internship or work opportunities that can be offered to students.

CUMULATIVE FINDINGS: (Please discuss the overall results of your SSI-funded program(s), project(s), etc. as they pertain to your original outcomes *over the course of the past three years*. What **improvements** should be made?)

As the Palm Desert Campus grows, it was important to get up and running as quickly as possible. Groundwork was laid in the 2012-2013 academic year (year 2 for this report) with multiple job fairs, programs and presentations. However, much of the work was tracked manually. Adopting CareerLaunch automated some of the appointment scheduling and announcement of events. However, encouraging students to check the site for events that could benefit them, proves challenging.

Partnering with other programs such as Workability extends visibility to employers and minimizes duplication of efforts.

Presentations to students in Transfer Classes were very valuable. Students were able to revise their resume and cover letter before bringing them in for review.

Form approved 2-24-2014; revised 2-26-2014

The Careers OnDemand with live interviews was created for a smaller, targeted audience of students. This seemed to fit the campus better with a lot more focus on real, available jobs with the opportunity to meet the employer. This setting was comfortable for employers and students.

Moving forward these are suggestions for improvements if SSI funding were available:

- Job placement is the goal for a student to apply the knowledge gained from obtaining a degree.
  - The Career Center qualifies employers prior to inviting them to participate in Career Fairs to ensure they are hiring.
  - We have observed a need to open communication regarding opportunities to a larger audience including the academic faculty. A process should be developed so that faculty understands they can be instrumental in helping a student find a job.
- Identifying and implementing a thorough tracking of student follow-through as a result of applying for a position or after live interviews at Careers OnDemand is very much needed.
- A better mechanism is needed to coordinate internships to the academic quarter and to match employer need to students seeking an internship.
- Fall 2013 was the first year of admitting Freshmen. Unfortunately the Career Advisor was hired after speakers for the Freshman class were lined up. If the Career Advisor could introduce the services of the Career Center to this group, it would enable them to start thinking long term, how to build their portfolio, seek internships or jobs, so the activities and plans are meaningful to the final outcome of laying the foundation for a solid career choice.
- Build an alumni database for continual tracking of graduates and/or find a way that Coyote IDs can be used beyond six months from graduation.

CHALLENGES: (Please list any significant challenges encountered over the course of the past three years that have affected your ability to fully implement your intended activities or to reach your articulated outcomes. How did you address these challenges?)

1. Finding the **best communication methods** to reach current students and alumni provide to be a challenge. Combining these methods: PDC campus eblasts, banners, posting flyers, asking professors to announce events to the classes, information was provided at Alpha Omega Business Association meeting, eblast to PDC students (including alumni) who accessed the Career Center at the San Bernardino campus, and direct emails to those seeking a job who came through the PDC, Twitter and Facebook postings – were ways to inform students and obtain RSVPs.

2. Lack of a **budget** is very challenging to obtain materials, refreshments, printing and design work. Going to community partners to donate water, gift cards, and refreshments have supported efforts to deliver services to students.

3. **Method to track student decisions** on internships, job placement, applications submitted, etc. The mechanism currently used is email and phone calls to students, then wait for their response.

4. **An alumni contact data system** does not exist for the Palm Desert Campus. Some of the services would be of high value to graduates who are still unemployed. The Coyote ID becomes defunct six months after graduation,

so graduates do not have a way to use CareerLaunch to look for job opportunities or workshops that they could attend.

LESSONS LEARNED: (Please share any additional information you'd like regarding this area not covered above.)

SUSTAINABILITY: (Please explain how your department is planning for the continuation of your SSI-funded programs, projects, activities, etc.)

o   Continue to maintain relationship with San Bernardino Campus Career Center to access resources and minimize duplication of programs and efforts.
o   Design and implement tracking tools to measure student engagement in quantitative and qualitative ways.
o   Determine value of social media outreach efforts: Facebook, Tumblr, Instagram, LinkedIn, Twitter.
o   Budget for staff to attend professional development events and national conferences.
o   Fund either: part-time **year-around** career advisor position (vs. 10 month contract); or **full-time** career advisor position to meet the growing campus needs.
o   Evaluate efficiency and effectiveness for in-person & phone surveying to standardized evaluation methods across workshops and all career related events that engage employers for consistent reporting and comparison.
o   Create custom workshops to address issues to overcome obstacles when interviewing.
o   Establish structured sponsorship program for employers to support Career Fairs.
o   Find alternative money to fund internship scholarships and establish a more structure method of identifying internship opportunities and matching employer needs to qualified students; then reaching those students to share the opportunity with them.
o   Become more actively engaged with Coachella Valley Economic Partnership's (CVEP) programs: paid internships and Nurse Workgroup, especially. CSUSB-PDC role in enabling students in these program which can lead to higher paying jobs, supports CVEP's mantra of "Education is Economic Development."

2013-2014 Budget Summary: (Please account for all expenditures and/or encumbrances of SSI funds to date this fiscal year. Be sure to include detailed information regarding the outcome and activity or line item to which each expenditure is connected.)

Per Dec. 2013, it was noted: *See Tina Valencia: funds were not transferred to PDC; career resources & office supplies were paid by PDC directly.

Expenditure Description	Outcome(s) Supported	Supported Activities	FTE	Amount
Peer advisor salaries	*Students will demonstrate the ability to read and interpret their PAWS. Students will be able to create an individualized academic plan.*	*One-on-one peer counseling sessions; PAWS demonstrations; degree roadmap explanation; degree requirements explanation*	*2.0*	*$12,000*
Career Services Advisor	SLO 1: Students will assess, articulate, and acknowledge personal skills, abilities, and growth areas in order to make decisions related to development. SLO 2: Students will develop and/or demonstrate skills and abilities that contribute to career readiness. SLO 3: Students will learn how to conduct themselves professionally during mock or actual interviews. SLO 4: Students will learn and demonstrate appropriate behavior in the work setting. SLO 5: Students will access opportunities to make meaningful connections with employers and educators. SLO 6: Students will access internship, service learning, and volunteer opportunities that contribute to career readiness.	Resume and cover letter preparation; mock interviews, assessments, career fairs, one-on-one counseling sessions, how to apply the major into different careers.	.4	$16,000

TOTAL: $ 16,000