



SACRAMENTO STATE

STUDENT AFFAIRS

Career Center

Career Center Assessment Report

ACADEMIC YEAR 2017-2018

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Executive Summary

The Career Center develops and delivers student experiential learning programs that include, but are not limited to, the College 2 Career Readiness Program, on-campus interviews, volunteer programs, internships, Career Readiness Internship Academy, choosing/changing a major and/or career path, and numerous workshops, presentations, events, and activities that support the career development of our students. The Career Center also provides vital career development support for students experiencing academic and personal challenges as well as family and cultural influences regarding their career choices. Furthermore, the Career Center provides comprehensive career services to its students, which aligns with the university's and the division's strategic goals.

This academic year, the Career Center focused its main assessment efforts on the Student Affairs' strategic goal of increasing student engagement by assessing student employees' work experience, and promoting internships and career readiness. In addition, satisfaction with services was measured using the California State University Office of the Chancellor's Functional Area Customer Satisfaction Survey.

1. The Career Center developed an internship clearinghouse and internship marketing plan.
 - a. www.csus.edu/internships was created to serve as a clearinghouse for students, faculty, staff and employers to use to learn about internships.
 - b. The website received more than 4,600 hits since January 2018.
2. Total number of College 2 Career (C2C) Readiness membership for this academic year increased to 2,077 compared to 1,585 from prior year.
3. According to the Annual Customer Satisfaction Survey, seventy nine percent of students were satisfied/very satisfied with the Career Center's services.
4. Graduating students completed the First Destination Survey.
 - a. 13% response rate for AY 17-18 compared to 10% during AY 16-17
 - b. 31% of student employees were employed after graduation
 - c. 28% of student employees were enrolled or planning to enroll in a program of continuing education after graduation.
5. 182 student employees working under the division of Student Affairs completed an employment and skills survey.
 - a. 93% of student employees found their campus job enjoyable
 - b. 92% of student employees found their campus job helpful in learning leadership skills
 - c. 44% of students would like the opportunity to learn new skills in their job.

Mission

Through career development, we engage, educate and empower our students to thrive and successfully contribute to today's economic workforce.

Career Center Services

The goal of career counseling at the Career Center is to help students learn how to make informed decisions regarding their educational and career choices. Those decisions should reflect students' personal goals, values, and interests, and should lead toward satisfying academic work in their major and a fulfilling career. The Career Center assists students and alumni with:

- Choosing or changing a major and/or career path
- Finding and applying for internships and other experiential learning opportunities
- Learning job search strategies
- Writing, getting critiques, and revising resumes and cover letters
- Learning and practicing interview skills, strategies and techniques
- Assessing skills, values and interests
- Overcoming obstacles to achieving educational and career goals
- Finding and applying for part-time jobs
- Networking with professionals in a field of interest
- Researching and writing personal statements for graduate school

The Career Center practices a strategic, holistic and collaborative approach to building external and internal relationships to support student and alumni experiential learning, professional development, and career success. This includes working strategically with private, non-profit and government sectors, as well as with campus partners and affiliates to create avenues of opportunity and engagement for our students and alumni.

Staffing

Dr. Beth Lesen – Associate Vice President for Student Affairs

Dr. Melissa Repa – Director

Shannon Ainger – Budget Analyst

Denise Hamilton – Career Counselor and Experiential Learning Coordinator

Mary Kober – Senior Employer Relations & Workforce Analyst

Kate Lockwood – Employer Relations Coordinator

Marietess Masulit – Interim College to Career Pathways Coordinator

David McVey – Career Ready Initiative Specialist

Emanuel Melgarejo – Career Counselor and Experiential Learning Coordinator

Michelle Okada - Career Counselor and Experiential Learning Coordinator

Voun Sa – Employer Relations Specialist

Department Outcomes

This academic year, the Vice President of the Division of Student Affairs decided to align department goals with the university's goals, Student Affairs Divisional Goals, and Baccalaureate Learning Outcomes. The structure of this section will include the goals, the strategies to achieve those goals, and the outcomes. These department goals will be evaluated to set priorities and establish goals for the next academic year.

Department Goal 1: The Career Center will develop an internship clearinghouse and marketing plan for internships.

University Strategic Goal: Enhance student learning and success; Engage students in a comprehensive university experience

Student Affairs Divisional Goal: Increase student engagement

Baccalaureate Learning Goal: N/A

Standard of Achievement: An internship tool for students was identified & developed, and a marketing plan was established in spring 2018

Internships are an essential part of career readiness for students preparing to enter the workforce. These experiential learning opportunities are a high-impact practice, offering students the opportunity to gain supervised, hands-on experience in a setting connected to their career aspirations and a comprehensive university experience. California State University, Sacramento offers a wide variety of internship opportunities to students and many avenues to access such opportunities, including academic departments, programs and centers.

An internship tool was necessary to address the need of easy navigation for internship information available to students, faculty, staff and employers. The Career Center has created a website dedicated to internships which serves as a clearinghouse for everyone. The website can be found at www.csus.edu/internships. The website offers centralized information such as, but not limited to, internship search strategies, a widget for the Hornet Career Connection online job and internship board, company internship web links, a list of the academic department internship coordinators, as well as strategies for employers to post and recruit for internship opportunities.

With the launch of the new website, one established goal included measuring and increasing internships posted on Hornet Career Connection by 10% from the previous year. From July 1, 2016 to June 30, 2017, the total number of internship postings in Hornet Career Connection was 1,488. The number of internships increased by 17% from July 1, 2017 to June 27, 2018, totaling 1,772 internship postings in Hornet Career Connection.

The Career Center is also currently reviewing our processes to make the internship posting process easier for employers, including the possibility of harmonizing on a career services IT platform. Currently, there are multiple job posting platforms on campus.

In addition to developing the internships webpage and increasing the number of internships, the Career Center began to develop and implement a marketing plan for internships and the internships website. The department conducted an official soft launch of the internships website as part of Internship Awareness Week, April 23 - 27, 2018. In addition, the Career Center conducted a session at the Sacramento State Advising Summit to introduce the newly created internships website, discuss the various benefits of internships, as well as discuss the ways internships can create co-curricular opportunities. The website has already received 4,606 hits since January 2018. The department plans to continue to add resources and expand the marketing strategy over the next year.

Department Goal 2: Students will utilize the College 2 Career (C2C) Readiness Program to be career ready for the workforce.

University Strategic Goal: Enhance student learning and success

Student Affairs Divisional Goal: N/A

Baccalaureate Learning Goal: Intellectual and practical skills

Standard of Achievement: Maintain or increase student participation compared to prior year; Maintain or increase the percentage of students who are prepared for an internship based on pre and post survey

The Career Center's College 2 Career Readiness Initiative is a self-directed online program that will help students succeed in today's competitive job market. This initiative started in fall 2016. By completing all five career ready levels and related milestones, students can link their academic preparation to a career that aligns with their interests, values and abilities. Benefits of this program include:

- Completing the self-directed online program at students' own pace
- Identifying education and career goals
- Building upon leadership skills
- Gaining practical internship and work experience
- Developing and taking charge of students' own professional identity
- Facilitating deeper connections with faculty, staff, and employers
- Discovering and increasing employment opportunities
- Creating a comprehensive job search plan to be competitive in the workforce
- Increasing persistence to graduation
- Receiving a Hornet Career Ready certificate, which can be included on resumes
- Fostering Hornet pride!

There are five “Levels of Engagement” to receive the C2C certificate and students need to complete a C2C pre-survey to determine students’ baseline knowledge, in addition to questionnaires at the end of each level and a post-survey to measure changes in students’ behavior and changes in learning outcomes.

Level I: Self-Exploration helps students discover their skills, interest, values and natural talents. Activities include:

- Logging into Hornet Career Connection
- Connecting with the Career Center on social media
- Watching the Introduction to Career Center video
- Completing self-exploration exercises and assessments (FOCUS 2)
- Completing self-exploration activity handouts
- Completing a self-exploration summary
- Discussing Level I results during drop-in session (optional)
- Submitting Level I questionnaire

Level II: Research Academic and Career Options helps students explore major and career options. Activities include:

- Watching “Overview of the World of Work” video
- Conducting major/career option research and viewing “Roadtrip Nation” videos
- Attending Career Center events
- Researching career options for major/career on the internet
- Watching “A Day in the Life of a Professional” on YouTube
- Viewing Sacramento State catalog online
- Visiting academic departments of interest
- Practicing informal interviews
- Submitting Level II questionnaire

Level III: Decision-Making helps students decide on a major and career path including a plan B option. Activities include:

- Completing a Major and Career Choices worksheet
- Viewing Roadtrip Nation videos of interest (related to major and career interest)
- Identifying internal and external challenges and supports
- Completing a Family and Cultural Consideration worksheet
- Identifying a mentor
- Finalizing a major and career choices including a Plan B
- Meeting with a career counselor to discuss progress
- Submitting Level III questionnaire

Level IV: Experiential Education helps students gain experience and skills with laying the foundation for job search. Activities include:

- Reading “Developing Soft Skills” section
- Watching Professionalism Workshop video
- Viewing Internship Workshop video: Tools for Success
- Watching the Study Abroad Orientation video
- Volunteering and engaging in the community
- Gaining leadership experience
- Viewing Business Etiquette videos
- Watching Networking videos
- Submitting Level IV questionnaire

Level V: Job Search Strategies helps students develop job search knowledge and skills by refining materials learned and preparing for an effective job search campaign. Activities include:

Section #1: Preparation

- Attending Resume and Cover Letter Writing workshop
- Creating electronic portfolios
- Generating LinkedIn and social media presence
- Attending Job Search workshop
- Participating in Interviewing Strategies workshop
- Practicing for interview session in Career Center
- Watching Professional Dress workshop video

Section #2: Experience

- Applying for Part-time, Volunteer, Leadership, Internship, and/or Full-time Positions

Section #3: Survey and Questionnaire

- Completing First Destination Survey
- Submitting Level V questionnaire

The total number of student membership for the 2017-2018 academic year was 2,077 – an increase from 1,585 during AY 2016-2017. One thousand nine hundred thirty nine students completed the Level 1 Pre-Survey and 104 students completed the Level 1 Post-Survey. Table 1 shows the results of the survey.

Table 1

Please indicate whether you have done any of the following: (Check all that apply)	Pre-Survey (N=1939)	Post-Survey (N=104)
Used online tools to research occupations/careers	15%	9%
Volunteering	13%	10%
Followed the Career Center’s social media platforms	2%	7%
Internships	3%	6%
Speaking with professionals in your field of interest	10%	8%
Taken an online personality or interest inventory	8%	8%
Obtain paid or non-paid experience	8%	8%
Networking	6%	6%
Joining a student club or organization	7%	7%
Attend a Career Center event	7%	9%
Speak with a faculty advisor	8%	9%
Mock interview for practice	3%	3%
Drop-in career counseling session in the Career Center	3%	7%
Registered on Hornet Career Connection	6%	7%

Source: Campus Lab Report: C2C Level I Pre-Survey and Post-Survey

At the end of Level 1, students were more engaged in the Career Center – utilizing the center’s platform, attending events, and dropping-in for counseling.

Department Goal 3: Students will be satisfied with the services received from the Career Center.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Divisional Goal: N/A

Baccalaureate Learning Goal: N/A

Standard of Achievement: 70% of students completing the survey will report satisfied/very satisfied in the overall satisfaction with Career Center services.

During spring 2018, the CSU Chancellor’s Office invited campuses to participate in the Annual Campus Functional Area Customer Satisfaction Survey. Participating in these surveys can help functional areas to identify and prioritize opportunities for improvement and allow comparison to other campuses that participate in order to potentially identify and leverage best practices within the system. The Career Center is one of the functional areas in which a standardized survey is available.

From April 30 – May 14, 2018, the web-based survey was distributed to 4,975 identified students using SNAP Survey Professional 10. One hundred and seventy eight respondents completed the survey – a 3.6% response rate.

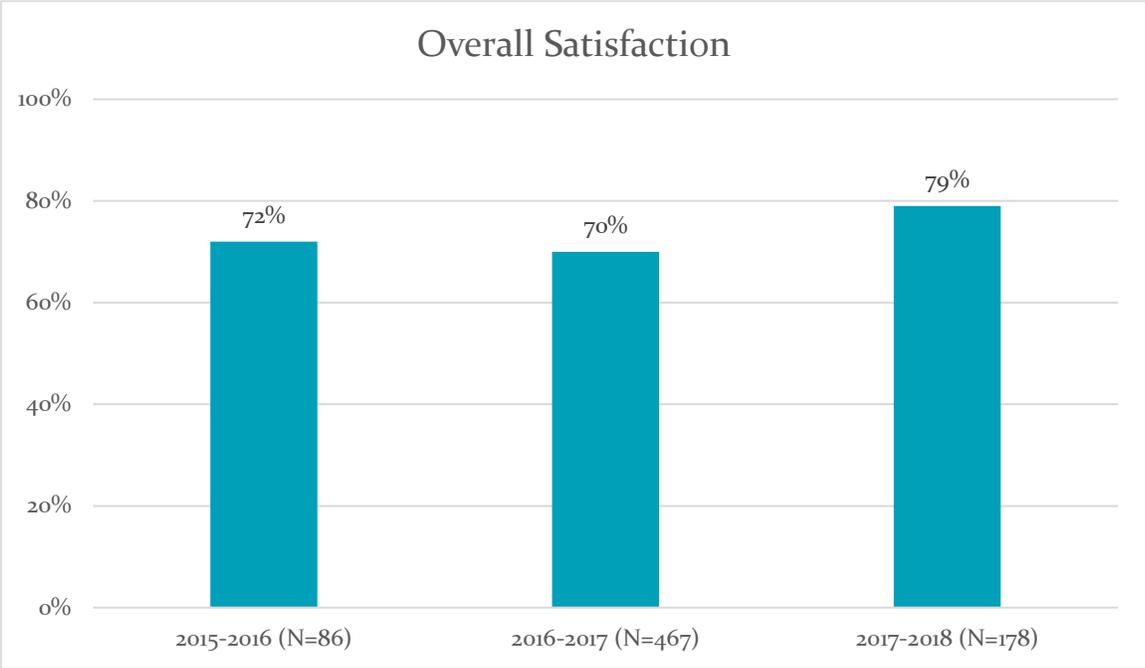
Figure 1 shows the students' overall level of satisfaction with Career Center services. Seventy nine percent (79%) of students (N=178) were satisfied/very satisfied with the services compared to 70% from the prior year (N=467).

The survey also showed results regarding C2C and electronic resources

- 65% of students were satisfied with the C2C Readiness program.
- 72% of students were satisfied with the Career Center social media.
- 78% of students were satisfied with Career Center e-mail communication and electronic communication.
- 80% of students were satisfied with the Career Center website and on-line services.

See Appendix B for detailed results of the 2017-18 Career Center Services survey.

Figure 1



Source: 2017-18 Sacramento State University Career Center All Results Report – Office of the Chancellor. Note: Don't Know/NA was not included in analysis.

Department Goal 4: Students will complete the First Destination Survey upon graduation.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Divisional Goal: Increase student engagement

Baccalaureate Learning Goal: N/A

Standard of Achievement: Maintain and increase response rate for the First Destination Survey

The First Destination Survey is a very brief (three to five minute) survey given to students when they are about to graduate. Later, it will be sent to recent alumni within six months of graduating. The results inform the University what Sacramento State students are doing or what they plan to do when they graduate. The data collected will help to develop academic programs that align with the current job market and bring more employers to campus who are seeking to hire Sacramento State students.

Table 2 shows the response rate and the results of the First Destination Survey for the past three academic years.

Table 2

Post-Graduation Status	AY 15-16 (N=385)	AY 16-17 (N=802)	AY 17-18 (N=903)
Employed	18%	34%	38%
<i>Full Time</i>	87%	65%	66%
<i>Part Time</i>	13%	31%	34%
<i>Internship/Fellowship</i>	2%	4%	0%
Further Education	18%	10%	7%
Plan to further education/not yet enrolled	4%	13%	12%
Seeking Employment	43%	40%	41%
Volunteering	0%	1%	1%
Military	0%	0%	0%
Not Employed/Not Seeking	6%	2%	2%
Response Rate	385/7737 (5%)	802/7534 (11%)	903/7000 (13%)

Sources: 1) AY 15-16 and AY 16-17 data from First Destination Report. 2) AY 17-18 from NACE extracted on 6/6/18.

Student employees who completed the survey were employed after graduation at 31% compared to non-student employees at 39%. However, 28% of student employees were enrolled or planning to enroll in a program of continuing education compared to 17% of non-student employees.

Department Goal 5: Student employees working under Student Affairs will have a positive working experience.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Divisional Goal: Increase student engagement

Baccalaureate Learning Goal: N/A

Standard of Achievement: Collect baseline data on Student Employee Employment and Skills Survey

One hundred and eighty-two student employees working under the division of Student Affairs completed the survey between 4/9/18 to 5/31/18. Sixteen percent of them worked for Housing and Residential Life, followed by Associated Students, Inc. ASI (13%) and the WELL (12%). The majority of the campus jobs (62%) were paid, non-work-study positions.

Overall, 92% of student employees had a positive experience (rated good to excellent) working under their unit. Data also shows the following:

- 91% of student employees find their campus job satisfying
- 93% of student employees find their campus job enjoyable
- 92% of student employees find their campus job important to the department

Table 3 shows the extent that students found their campus jobs to be helpful in learning skills aligned with the National Association of Colleges & Employers (NACE) Career Readiness Competencies. See Appendix C for additional results of the survey. See Appendix D for an Employer Relations Report showing how employers rated career competencies for new grads.

Table 3

To what extent do you find your campus job: Helpful in learning ... (N=158)	# of Student Employees	% of Positive Responses (Moderately to A Great Deal)
Critical thinking/problem solving skills	139	88%
Teamwork/collaboration	141	89%
Digital technology skills	117	74%
Leadership skills	146	92%
Professionalism/work ethic	140	87%
Career management	128	81%
Global/intercultural fluency	115	83%

Source: Campus Labs extracted on 7/19/18.

Appendix A

Department Goals	What will be the standard of performance?	Department Outcomes
1. The Career Center will develop an internship clearinghouse and marketing plan for internships.	An internship tool for students was identified & developed, and a marketing plan was established in spring 2018	Created a website dedicated to internships – www.csus.edu/internships Implemented marketing plan for internships in Spring 2018. More than 4,600 hits since January 2018.
2. Students will utilize the College 2 Career (C2) Readiness Program to be career ready for the workforce.	Maintain or increase student participation compared to prior year; Maintain or increase the percentage of students who are prepared for an internship based on pre and post survey	2,707 members this academic year compared to 1,585 members from prior year. There was an increase in student engagement with Career Center services – utilizing platform, and attending events.
3. Students will be satisfied with the services received from the Career Center.	70% of students completing the survey will report satisfied/very satisfied in the overall satisfaction with Career Center services.	79% of students were satisfied/very satisfied with the services.
4. Students will complete the First Destination Survey upon graduation.	Maintain and increase response rate for the First Destination Survey	Two percentage point increase from 11% to 13% this academic year
5. Student employees working under Student Affairs will have a positive working experience.	Collect baseline data on Student Employee Employment and Skills Survey	92% of student employees had a positive experience working for their unit/department.

Appendix B

Sacramento State – Career Center – All Results (Satisfied and Very Satisfied Responses)

2015-16 2016-17 2017-18
(N=86) (N=467) (N=178)

Staff: How satisfied are you with the Career Center staff members in the following areas			
Knowledge and ability to help	79%	79%	88%
Willingness to help	79%	80%	87%
Timeliness in delivering services	71%	76%	82%
Courtesy	81%	84%	87%
Hours & Resources: How satisfied are you with the following aspects of Student Career Services?			
Availability of counselors/advisors	64%	72%	73%
Hour of operation	73%	71%	74%
Computers in Career Center for electronic resources	69%	72%	66%
Quality of career resources (publications, flyers, handouts)	73%	72%	72%
Classes & Workshops: How satisfied are you with the USEFULNESS of each of the following aspects of Student Career Services?			
Resume clinics	72%	76%	82%
Career & Life Planning classes	68%	72%	77%
Class presentations	61%	71%	72%
Career and employment-related workshops	65%	74%	81%
Mock/Practice interviews	73%	73%	77%
Fairs, Listings, Interviews: Please rate your level of satisfaction with the following items related to Student Career Services.			
Availability of graduate/professional school resources/assistance	57%	62%	68%
Graduate school fairs	55%	61%	---
Quality of job listings (career, part-time, co-op, internships)	71%	67%	70%
On-campus employer interviews	63%	64%	69%
Career days and job fairs	84%	74%	71%

	2015-16 (N=86)	2016-17 (N=467)	2017-18 (N=178)
Counseling: How satisfied are you with the USEFULNESS of counseling at the Career Center in the following areas?			
Assistance in selecting a major or career path	64%	68%	72%
Assistance with resume/cover letter preparation	72%	77%	88%
Assistance with job interview preparation	63%	69%	76%
Assistance in obtaining internships/co-op positions	62%	66%	71%
Assistance with finding summer employment	51%	65%	73%
Assistance in finding on-campus employment	61%	71%	73%
Assistance in obtaining part-time work	57%	68%	76%
Assistance in obtaining full-time work	59%	66%	66%
Assistance in finding potential employment after graduation	55%	63%	68%

Source: 2016-17 Sacramento State Career Center All Results Report – Office of the Chancellor. Note: Don't Know/NA was not included in analysis.

Appendix C

Student Employee Employment and Skills Survey

	Good/ Excellent	Average	Below Average/Poor
How would you rate the following aspects of your work experience? (N=182)			
The training you received	86%	11%	3%
Your daily job responsibilities	92%	6%	2%
Working conditions	90%	7%	3%
Support from your supervisor	90%	6%	4%
The way in which you're evaluated/given feedback	85%	8%	6%

To what extent did your job duties match your expectations?

- 69% - completely
- 27% - somewhat
- 3% - slightly
- 1% - not at all

Do you receive regular feedback or evaluation from your supervisor related to your job performance?

- 82% - yes
- 18% - no

Would you like the opportunity to learn new skills in your position?

- 44% - yes
- 56% - no

An internship can be defined as "an opportunity that allows a qualified student to gain professional, supervised experience related to the student's field of interest." Based on this definition, do you consider your campus job to be an internship?

- 41% - yes
- 59% - no

How did you hear about your student employee position?

- 23% - Hornet Career Connection
- 22% - From a staff member
- 20% - From a friend
- 11% - UEI
- 10% - From a Faculty member
- 8% - Other
- 6% - ASI

Appendix D


SACRAMENTO STATE
Career Center

CAREER CENTER

*Employer Relations Impact Report
2017-2018*

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7052

Students attended Career Center programs & events

950+

Average number of jobs and internships posted daily on Hornet Career Connection

1880+

Internships posted

165

New employers started recruiting with Sacramento State 2017-2018

9200+

Employer contacts in Hornet Career Connection



65%

of employers plan on hiring in the next year



73%

of our recent graduates are working in the greater Sacramento region

HORNET STRENGTHS

Competencies employers want & how they rate new grads:

<i>Professionalism/Work Ethic</i>	4.5
<i>Teamwork/Collaboration</i>	4.37
<i>Oral Communication</i>	4.39
<i>Digital Technology</i>	3.74

Employer Rating

Sacramento State Recent Graduates Performance Rating

Scale of 1 (low) to 5 (high)



HORNET HIRING EDGE

Rated students as well prepared in the hiring process:

- Resume
- Professionalism
- Verbal Communication
- Writing Skills

(2018 Career Center Employer Survey)