



SACRAMENTO STATE

Career Center

ACADEMIC YEAR 2016-2017

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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 fully implementing the Career Ready Initiative. In addition, satisfaction with services was measured using the California State University Office of the Chancellor's Functional Area Customer Satisfaction Survey.

1. Students will be "Career Ready" for the workforce.
One thousand five hundred and eighty-five students accessed the College 2 Career (C2C) Readiness program.
 - a. 512 students completed Level I – Self-Exploration
 - i. 47% of them rated the overall experience above average to excellent
 - b. 37 students completed Level II – Researching Academic/Career Options
 - i. 74% of them rated the overall experience fair to excellent
2. Majority of students/alumni increased their knowledge and readiness based on participation in the College to Career (C2C) Internship Academy (highest increase – top 2).
 - a. In fall 2016 post -survey, 100% of students constructed a 30 second elevator pitch to utilize while networking with professionals (only 5% at pre-survey).
 - b. In fall 2016 post-survey, 89% of students wrote or have written a qualifying statement to include in a professional social media account such as the LinkedIn "Summary" section (only 18% at pre-survey).
3. More than 2,000 active employers are in the Hornet Career Connection and more than 167 new employers were established during the 2016-2017 academic year.
4. Seventy percent of students were satisfied/very satisfied with the Career Center's services.

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 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, critiquing, 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

Staffing

Dr. Beth Lesen – Associate Vice President for Student Engagement & Support (SES)

Dr. Melissa Repa – Interim Director

Shannon Ainger – Budget Analyst

David McVey – Career Ready Initiative Specialist

Marissa Finch – Student Career Development Coordinator

Val Herrera – Office Coordinator

Mary Kober – Senior Employer Relations & Workforce Analyst

Kate Lockwood – Employer Relations Coordinator

Marietess Masulit – Interim College to Career Pathways Coordinator

Emanuel Melgarejo – Career Counselor and Experiential Learning Coordinator

Candace McGee - Internship Manager

Michelle Okada - Career Counselor and Experiential Learning Coordinator

Voun Sa – Employer Relations Specialist

Kelly Van Zandt – Career Counselor and Experiential Learning Coordinator

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: Students will be “Career Ready” for the workforce.

University Strategic Goal: Enhance student learning and success

Student Affairs Divisional Goal: Fully implement the Career Ready Initiative

Baccalaureate Learning Goal: Intellectual and practical skills

Standard of Achievement: Collect baseline data on utilization of the “College to Career” (C2C) course modules (5 levels of service) and student knowledge

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 your 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 your resume
- 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 student’s 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 in EUREKA.org
- 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 of the book
- 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 Destination Survey
- Submitting Level V questionnaire

The total number of students who accessed the C2C program for the academic year was 1,585. Five hundred and twelve students completed Level I - Self-Exploration while thirty-seven students completed Level 2 – Researching Academic/Career Options.

The majority of students who completed the Level I Questionnaire were freshmen (86%) and were in First Year Advising (89%). Forty-seven percent of them rated the overall experience with the exercises and activities above average to excellent. Additionally, 74% of students who completed the Level II Questionnaire rated the overall experience from fair to excellent.

During the spring semester, the Career Center began developing an updated version of the C2C Program based on student's feedback, increase ease-of-use, and motivate students to move through each of the five levels.

Department Goal 2: Students/Alumni will be prepared for internship opportunities with Sacramento area employers upon completion of the C2C Internship Academy.

University Strategic Goal: Enhance student learning and success

Student Affairs Divisional Goal: Fully implement the Career Ready Initiative

Baccalaureate Learning Goal: Intellectual and practical skills

Standard of Achievement: Maintain or increase the percentage of students who are prepared for an internship based on pre and post survey

The C2C Internship Academy, a partnership between the Career Center and University Advancement division, provides students and recent college graduates with essential career-readiness training and the possibility of an internship placement upon completion. It connects students and graduates with a variety of Sacramento-area employers who are seeking the next generation of employment talent.

There were 22 students/alumni in fall 2016 and 27 students/alumni in spring 2017 who participated in the internship academy. Students and alumni learned what internships are, attended a variety of workshops and information sessions, and participated in an internship fair where employers were looking for summer interns.

We asked students to complete a pre and post-survey to assess their knowledge and readiness. Table 1 shows the positive responses (agree or strongly agree) of students who completed the survey. The data shows that there was an increase in students' knowledge and readiness.

Table 1: C2C Internship Academy (Agree/Strongly Agree)

	Fall 2016		Spring 2017	
	Pre-Survey (N=22)	Post-Survey (N=18)	Pre-Survey (N=27)	Post-Survey (N=20)
1. I understand how to research employers utilizing online tools, publications and other available resources.	50%	100%	63%	95%
2. I have constructed a 30 second elevator pitch to utilize while networking with professionals.	5%	100%	11%	85%
3. I utilize a time management system to keep me organized and prevent procrastination while seeking employment.	50%	100%	37%	80%
4. I understand how my experiences, knowledge, skills and abilities gained in my academic program can be transferable to the requirements of my desired career.	68%	100%	44%	90%

	Fall 2016		Spring 2017	
	Pre-Survey (N=22)	Post-Survey (N=18)	Pre-Survey (N=27)	Post-Survey (N=20)
5. I am aware of the leading competencies employers expect new hires to demonstrate on the job.	31%	100%	44%	85%
6. I will write or have written a qualifying statement to include in a professional social media account such as the LinkedIn “Summary” section.	18%	89%	22%	90%
7. I know how to interview and answer behavioral questions that demonstrate competency and hands-on experience.	18%	94%	41%	70%
8. I know the advantage and disadvantage of a chronological and functional resume.	32%	78%	29%	80%
9. I am able to format and write concise accomplishment statements to upsell strengths and downplay weakness in my resume.	23%	94%	22%	75%
10. I have written specific goals and associated tasks pertaining to my desired career and employment outcomes	32% yes	89% yes	22% yes	65% yes

Source: Campus Labs C2C Internship Academy Fall 2016 and Spring 2017 Surveys

Department Goal 3: The center will connect with active and new employers.

University Strategic Goal: Commit to engaging the community by building enduring partnerships

Student Affairs Divisional Goal: Fully implement the Career Ready Initiative

Baccalaureate Learning Goal: N/A

Standard of Achievement: Maintain or increase the number of employers in the “Hornet Career Connection” (HCC) and other Career Center employer tracking tools compared to prior year

The Career Center will maintain or increase the number of employer contacts and program partners. The center is the central hub for career and employment services at Sacramento State. Working with businesses and organizations of all sizes and from all sectors, the Career Center is committed to delivering the very best value for employers' recruiting efforts. The University and employers share a common goal - to connect community business needs with the abundant and diverse talents of our student and alumni community.

In 2015-2016, the center established 1,906 active employers in Hornet Career Connection. From July 1, 2016 to June 12, 2017, there were 2,006 Hornet Career Connection active employers and we added 167 new ones. In addition, more than 600 employers participated in different Career Center events (see Table 2).

Table 2

Career Center Events	Number of Employers (N=645)
Career Fair	220
Ed Expo	110
Combo Event/Resume Review	35
On Campus Interviews (OCI)	80
Pathways to Public Service	38
Health Career Exploration	31
Internship Fair/Fun in the Sun	96
Info Session/Tabling Event	35

Department Goal 4: 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: Maintain or increase student satisfaction compared to prior year

During spring 2017, the CSU Chancellor's Office invited campuses to participate in the Annual Campus Functional Area Customer Satisfaction Survey. Participating in these surveys can help 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 May 1 - 15, 2017, the web-based survey was distributed to 8,194 identified students using SNAP Survey Professional 10. Four hundred and sixty-seven respondents completed the survey – a 5.7% response rate.

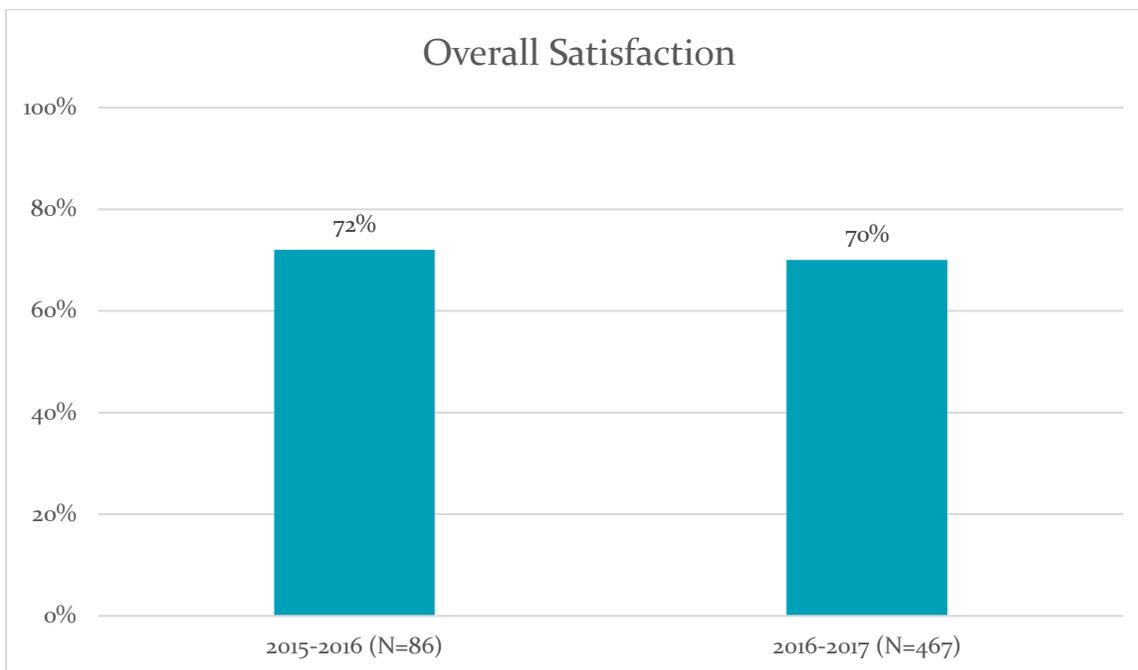
Figure 1 shows the students' overall level of satisfaction with Career Center services. Seventy percent (70%) of students (N=467) were satisfied/very satisfied with the services compared to 72% from the prior year (N=86).

The survey also showed several larger increases in satisfaction compared with the previous year:

- Satisfaction on usefulness of career and employment related workshops improved by 9 percentage points.
- Satisfaction with assistance in finding on-campus, part-time and summer employment improved by at least 10 percentage points.
- Satisfaction with assistance in finding full-time employment and potential employment after graduation increased by at least 7 percentage points.

See Appendix B for detailed results of the 2016-17 Career Center Services survey.

Figure 1



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

Appendix A

Department Goals	What will be the standard of performance?	Department Outcomes
1. Students will be "Career Ready" for the workforce.	Collect baseline data on utilization of the C2C course modules and student knowledge	<p>1,585 students accessed the C2C program.</p> <p>49% of students in Level I rated the overall experience above average to excellent.</p> <p>74% of students in Level II rated the overall experience fair to excellent.</p>
2. Students/Alumni will be prepared for internship opportunities with Sacramento-area employers upon completion C2C Internship Academy.	Maintain or increase the percentage of students who are prepared for internship based on pre and post-survey	<p>Data shows increase in percentage of all items in the post-survey compared to the pre-survey.</p> <p>Fall 2016 Pre-survey indicated that only 18% of students know how to interview and answer questions that demonstrate competency and hands-on experience. However, post-survey indicated an increase to 94% of students.</p>
3. The center will connect with active and new employers.	Maintain or increase in the number of employers in the "Hornet Career Connection" and other Career Center employer tracking tools compared to prior year.	<p>AY 15-16 baseline: 1,906 active employers in HCC</p> <p>AY 16-17: 2,006 active employers in HCC and 167 new employers</p>
4. Students will be satisfied with the services received from the Career Center.	Maintain or increase student satisfaction compared to prior year	<p>AY 15-16 baseline: 72% of students were satisfied with services (N=86)</p> <p>AY 16-17: 70% of students were satisfied with services (N=467)</p>

Appendix B

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

	2015-16 (N=86)	2016-17 (N=467)
Staff: How satisfied are you with the Career Center staff members in the following areas		
Knowledge and ability to help	79%	79%
Willingness to help	79%	80%
Timeliness in delivering services	71%	76%
Courtesy	81%	84%
Hours & Resources: How satisfied are you with the following aspects of Student Career Services?		
Availability of counselors/advisors	64%	72%
Hour of operation	73%	71%
Computers in Career Center for electronic resources	69%	72%
Quality of career resources (publications, flyers, handouts)	73%	72%
Classes & Workshops: How satisfied are you with the USEFULNESS of each of the following aspects of Student Career Services?		
Resume clinics	72%	76%
Career & Life Planning classes	68%	72%
Class presentations	61%	71%
Career and employment-related workshops	65%	74%
Mock/Practice interviews	73%	73%
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%
Graduate school fairs	55%	61%
Quality of job listings (career, part-time, co-op, internships)	71%	67%
On-campus employer interviews	63%	64%
Career days and job fairs	84%	74%

	2015-16 (N=86)	2016-17 (N=467)
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%
Assistance with resume/cover letter preparation	72%	77%
Assistance with job interview preparation	63%	69%
Assistance in obtaining internships/co-op positions	62%	66%
Assistance with finding summer employment	51%	65%
Assistance in finding on-campus employment	61%	71%
Assistance in obtaining part-time work	57%	68%
Assistance in obtaining full-time work	59%	66%
Assistance in finding potential employment after graduation	55%	63%

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