

The Administrative Services, President’s Cluster, and Student Success and Support Programs, College Centers
Annual Program Planning Worksheet for 2025

Program: Career Services

Current Year: 2024

Last Year CPPR Completed: 2022

Current Date: March 4, 2025

Cluster: Student Success and Support Programs

The Annual Program Planning Worksheet (APPW) is the process for:

- Reviewing, analyzing and assessing programs on an annual basis
- Documenting relevant program changes, trends, and plans for the upcoming year
- Identifying program needs, if any, that will become part of the program’s Resource Plan ([download from this folder](#)) (Please review the [Resource Allocation Rubric](#) when preparing the resource plan)
- Highlighting specific program accomplishments and updates since last year’s APPW

Please complete the following information. Please note that responses are not required for all elements of this document.

I. General Program Update

Describe changes and improvements to the program, such as changes to the mission, purpose or direction. Indicate any changes that have been made to address equity gaps.

The mission of the Career Services Office continues to be aligned under the broader mission statement of the District aligning students and employers with quality employment services.

The Career Connections Office was rebranded with a name change to “Career Services” which better aligned to with the services that are provided to students and employers. As was outlined in the last year’s APPW, the Career Services Office was reassigned to Dr. Escobedo, Dean, Student Success and Support Programs. With this transition, the Career Services staff are now aligned and collaborate with student programs that provide direct services to students, such as Student Life and Leadership/Basic Needs, Student Success Centers, Student Health Services, Affinity Programs Center, Counseling/Transfer Center, to mention a few. As a result of this reassignment, the staff are now engaged in campus-wide student events, participate in the monthly Student Success and Support Programs “Need to Know” sessions, and are connecting with additional campus-wide partners. In addition, the Career Services team was also introduced and is utilizing the ConexED platform for student

referrals, student appointments, and case management (when applicable). The department will continue to develop processes, procedures, and a combined shared data tracking system that help guide the work of the department and work together as a team to accomplish the overall department goals.

Staffing: The Career Services has experienced staffing shortages since December of 2023. At the beginning of 2024, the Secretary III position was vacant due to the staff member relocating out of state, the Workforce Development Employment Services Coordinator, who was on a reduced workload left the college, and the temporary staff member who was assigned to cover the balance of the workload for the Employment Services Coordinator left the college, and the substitute staff member who was hired during the vacancy for the Employment Services Coordinator left shortly after being hired. These vacancies left the department short staff for a period of time, however, the two Job Developers (one funded by Strong Workforce funds and the second by the REPR Program funds) continued with doing the work that could be completed with minimal staffing. In the latter part of the year, the Workforce Development Employment Services Coordinator position was hired, however, the staff member left within two months of the appointment, again a vacancy with this critical position for the department. This position is again going through the recruitment process with the goal of bringing on the staff member by April and/or May to carry on the important duties of this position. The Secretary III position was elevated to Department Assistant to provide a broader support for the Dean of Student Success and Support Programs, Job Developers, and the Strong Workforce Development Employment Services Coordinator staff and the needs of the department.

Programming: Career Services continues to support students with job search readiness, workplace readiness, and work-based learning via internships. The continued partnerships with local employers, employment services agencies/organizations, and campus-wide departments has provided students the opportunities to participate in job readiness activities and job/internship placements that support their academic learning. Such partnerships include, but not limited to Cuesta's student support programs, such as Student Life and Leadership, Affinity Programs Center, College Corps, RERP, SLO Careers, SLO Workforce Development Board a to mention a few have been instrumental in the development of providing guidance and employment/internship opportunities for our students.

In mid-2024, the Job Developer learned about an opportunity to partner with the US Department of Agriculture (USDA) and the Ag Council of California for additional student employment opportunities. In October 2024, the partnership with USDA and the Ag Council entered into a Memorandum of Understanding (MOU) to begin providing for employment opportunities for students that supports funding, insurance coverage, and other

considerations to be paid by the employers and USDA, thereby minimizing the overall costs to the college. The Job Developer began student recruitment and as a result, two students will be starting their employment opportunities this 2025 Spring semester and anticipating additional student placements to follow into the Summer and Fall 2025 terms. In addition, we have expanded our partnerships with the U.S. Department of Agriculture, Agriculture Council of California, and local Workforce Development Board in providing student employment opportunities in CTE careers, primarily targeting low-income and first-generation students. It is important to note that these partnerships typically do not host internships. An additional partnership was established with the California Consortium for Public Health Informatics and Technology (CCPHIT Program) who partnered with Bakersfield College to establish a 4-course certificate program in Informatics. Currently one Cuesta College student is pursuing the certificate and is scheduled to begin a paid internship with the SLO County Public Health this coming summer. The funding for the completion of the certificate is covered by CCPHIT.

During this reporting period, the LEAP Grant funded project developed and implemented a student-research opportunities in partnership with the San Luis Obispo Cal Poly University. This was a successful partnership whereby 15 students participated in the conducting university level research projects and worked along university faculty. However, it is important to note the funding for this project has not continued beyond the summer of 2024. The LEAP project planted the seed in establishing a new partnership with Cal Poly and the Cuesta MESA Program and are currently in the planning stages of the continued opportunity to provide students with this university level research opportunity.

The continued collaborations with our local Workforce Development are focused on placing students in paid work experiences funded by the Workforce Development Board RERP Program. The program includes performing local labor market research and presenting results in a medium that is more meaningful for our students, focusing on highlighting pathways from Cuesta courses of study to local, high-road career options.

In the Spring of 2024, Career Services held its Job Fair at the San Luis Obispo Campus that was focused on specific Areas of Study whereby approximately 55 employers participate in this Job Fair. The Career Services staff collaborated with the Guided Pathways Coordinators, Instructional Deans, and Faculty to host this successful Job Fair. The Job Fair was replicated at the North County Campus in Paso Robles which focused in the areas of Agriculture. These events were successful for our students and the employers in our San Luis Obispo County region. In the Spring 2025, the Job Fair will change its focus and return to the large-campus wide job fair. We will prioritize in inviting CTE employers who are looking to hire students from our articulated Pathways. In addition, we are partnering up with our Advance/Foundation Office to bring employers who work directly with the

employers in various industry sectors. In addition, this past year, to increase engagement with younger students, including our dual enrollment students and potential incoming high school students, Career Services purchased four virtual reality headsets that offers virtual career exploration and training in CTA-aligned fields of study. We will be hosting our first roll out of these headsets to a larger audience at our upcoming Educate event, Educate - Sí Se Puede Conference 2025. This conference is an inspirational conference for high school students in San Luis Obispo County that seeks to empower and motivate students to pursue higher education, encourage them to overcome barriers, understand that they can achieve their goals, and expose students to a myriad of educational and career paths.

Career Services has built a strong collaboration with our BASIC NEEDS, MESA, EOPS, and DSPS programs, offering workshops on a regular basis to share resume, interview, and networking resources and support, and/or meeting with students 1:1. They are also in the initial stages of building collaboration with our developing Rising Scholars program. They have also provided significant support to Cuesta's Addiction Treatment Studies program not only through their work experience and practicum placement support but in support of the department's SUDEAL Scholarship. This scholarship provides \$20,000 to each student to pay for their work experience and educational costs, setting them up for a professional position upon graduation that has a very high need in the state and which studies show leads to living wage positions. Cuesta College is only one of two community colleges that supports this grant and the only school that offers the program online, allowing students anywhere in California to take advantage of it. Over 54 students have participated in the program to date and the scholarship might be extended. In the Addiction Treatment Studies program, there are a significant number of justice-impacted students, who now have more support in Cuesta's fully-staffed Rising Scholar's program. Career Services Job Developers offer that resource connection to the students they work with.

As previously report and historical context, in September 2018 Career Services started the Cougar Career Closet, a donation-based, gently used clothing closet of professional clothing for students. This service has continued to support students with clothing items that help them as they prepare for their respective job interviews and first day on the job. As previously reported, "purchasing new clothing for interviews is expensive and the Cougar Career Closet removes a barrier students' have reported that they feel noticeably confident walking into interviews knowing that they look professional." Student use of this resource continues to increase as knowledge of it spreads. The department has received very positive feedback from students who appreciate the ease of walking in, between classes, and leaving with a free, high-quality, professional outfit. Students who have used this service tend to return with friends and the word spreads about this valuable service provided to students.

Technology: Most recently a new platform for the Career Services Office has been the switch from JobSpeaker platform to the Handshake platform which for supports students and employers with services in student employment opportunities. This new platform will allow for the department to track post-graduate employment data that will support and achieve the goals of the department and is more user friendly for both students and employers. This change will support the needs of the department in tracking student participation, employment placements, and student career assessments, etc.

Facilities: In December 2024, the Career Services team worked in tandem with the Facilities staff reimagined the current space to create a more welcoming environment for students and employers. The space now has a place for students and employers to meet, the Clothing Closet was refreshed, and the open front office area was redesigned to meet the needs of department. Important to note, that within the next 18 to 24 months, the Career Services Office will be housed in a new location and will be sharing a space with the Transfer Center in the 3400 Building on the San Luis Obispo Campus.

Student Engagement: The Career Services Department has provided students the opportunity to gain experience with employment soft skills, such as customer service, networking, developing basic marketing materials, and participating in outreach activities. The Student Ambassador has been instrumental in helping creating marketing materials and participating in outreach activities, such as Cougar Social Hours sponsored by the Student Life and Leadership Office. As SSL's student engagement numbers have risen, so has Career Service's. Student engagement at these events has doubled or even tripled, at times. Our ambassador had also taken the lead on implementing our virtual reality headsets, through Transfer, which provide career exploration and training in CTE fields. We will roll them out at our upcoming Educate event, March 13, 2025.

The Career Services Department continues to actively provide paid internship placements for students who meet the eligibility for grant funded programs, such as the Title V Hispanic Serving Institution, Federal work Study, and CalWORKs Work Study. The internships are in industries that would not typically have been funded for a work-based learning opportunity. To this date, we have placed approximately fifteen interns through HSI/ Title V funds and expect to place five more this Spring 2025 semester.

Equity: The strategies and programming implemented by the Career Services team clearly were designed to address the equity gaps of the college.

II. Data Analysis and Program-Specific Measurements

Programs are often impacted by institutional or other organizational change. Please review program-relevant institutional data sources, such as institutional enrollment trends, which

along with some other relevant program data, is available on the [SLOCCCD Institutional Research website](#). Other organizational or departmental measurements may provide useful information for planning in your program; please describe those measurements and the data below.

A. Data Summary:

- Describe data collection tool(s) used.

The Career Services Office collects program data on services on via two separate reports: 1) Strong Workforce Reports and 2) REPR Program. The following is the data collected on student served by the REPR Program and Strong Workforce.

REPR: A total of 57 student placements were completed during this reporting period.

The following program data outlines the students served, employer reached via outreach events, number of internship placements.

- Students: 591 students served
- Employers: 269 employers
- Internship Placements: 64 Students
- Typing Tests: 65 students and community members

Noted below is the RCC reporting data for October 1 – December 31, 2024

- Include updates to program data results from the previous year, if any.
 - Number of Employers (unduplicated) offering internship/CWEE opportunities: 115
 - Number of Internship/CWEE opportunities related to field of study (duplicated): 60
 - Number of paid internship/CWEE opportunities: 60
 - Number of unpaid internship/CWEE opportunities: 0
 - Number of on and off campus internship/CWEE opportunities: 60
 - Number of Career Exploration Outreach Events and Courses Completed (including Pre- apprenticeships): 159
 - Number of Participants in Career Exploration Outreach Events (one-offs): 133
 - Number of completers of Career Exploration Courses/Workshops (e.g., GFSF and pre- apprenticeships): NA
 - Number of training programs approved by the college (including CDCP, workforce skills- based fee-based offerings, and instructional service

agreements): NA

- Number of training program completers (including CDCP, workforce skills-based fee-based offerings, and instructional service agreements): NA

Quarter 4: Hours are currently not available. Will provide update on the next report.

- Number of internships/CWEEs completed: 6
- Number of paid internships/CWEEs completed & total hours: 6
- Number of unpaid internships/CWEEs completed and total hours: 0
- Number of on-campus internships/CWEEs completed and total hours: 1
- Number of off-campus internships/CWEEs completed and total hours: 5

B. Data Interpretation:

- Describe results from previous improvement efforts to the program based on institutional or departmental changes.

The RCC Data Report The data reported this year will be used as a benchmark for next year's APPW and to assess the support the department needs for staffing needs and overall program needs.

- Identify areas if any that may need improvement for program quality and growth.

The Career Services Department has gone through a new name change to align the name with the services provided by the department and the reassignment of the department assist in enhancing the program services, programming, and strategically plan on the growth of the department. The growth and refinement will be in having consistency in staffing, development of process and procedures that drive the work of the team, and creating a tracking system that combines all of the work that is being completed by the current staff (one employment services coordinator, two job developers, and the department assistant).

- Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the Resource Plan Worksheet ([download from this folder](#)) and review the [Resource Allocation Rubric](#).

N/A

III. Annual Program Outcomes (ASOS and SSOS), Assessment and Improvements

Your program has established either Administrative Service Outcomes or Student Service Outcomes. Those outcomes are assessed and tracked in the Course or Program Assessment Summary. Review CPAS documents for ASO or SSO assessment results for program outcomes.

A. Current Program Outcomes:

We continue to assess the Career Services program outcomes for direct access to training resources in two of the core pillars of Career Services.

- Students will demonstrate knowledge and competency in job search skills.
- Students will demonstrate knowledge and competency in workplace standards and expectations.

B. Describe your program assessment:

In this next cycle, the team will be working with Institutional Research and representatives from Handshake develop student survey data that will measure the two SSO's identified above. In addition, utilizing the reports generated from the ConexED platform will assist in gathering program data.

C. Describe any results from improvement efforts arising from ASO or SSO assessment in the last year:

N/A

D. Recommend changes and updates to program based on assessment of program outcomes. For elements that require funding, complete the Resource Plan Worksheet ([download from this folder](#)) and review the [Resource Allocation Rubric](#).

IV. Anticipated Service Challenges/Changes

Provide a brief description of challenges or changes anticipated in the next year and any needs that have emerged consequently.

Suggested Elements:

A. Regulatory changes

A factor that impacts career services is the MIS Data Submission DED Updates for 2018-19 Reporting that added the new element of SG21 to capture student work-based status learning status. Additional capacity is needed to both increase the outcomes (number of

students completing Work-based Learning-related activities) as well as the ability to track and report these activities.

As noted in last year's APPW, in December 2023, the Career Services (previously named Career Connections) was reassigned to the Student Success and Support Services Division from the Office of Instruction. During this past year, the staffing needs and operational practices were being reviewed to determine a baseline of programmatic changes to be designed and implemented.

A. Student and staff demographic changes

Staffing vacancies were one of the biggest challenges for Career Services. As outlined at the onset of this report, these challenges were:

- The Strong Workforce Development Employment Services Coordinator was working at a reduced workload and left at the beginning of 2024
- The temporary/substitute SWD Employment Services Coordinator left the college.
- The Secretary III staff left the college. (Elevated this position to Department Assistant)
- The substitute for the SWD Employment Services Coordinator position left shortly after being hired.

These staffing challenges hindered the progress that was planned for the Career Services Department. The only consistency in staffing were the two job developers. Within the last three months, the department assistant was hired to provide administrative support for the department.

B. Community economic changes – workforce demands

The Career Services Department stays abreast of the current workforce demands through partnerships from various community and employment agencies/services. Currently, the two job developers work and collaborate with local employers for student employment opportunities, both in CTE areas and general areas of study.

C. Role of technology for information, service delivery and data retrieval

The role of technology is important to track student data and services, employer engagement, outreach activities, and reporting requirements by various funding sources. The Career Services Department recently entered into a contract with Handshake. Additionally, the staff utilize both ConexED and SARS to track direct student services.

D. Providing service to multiple off-campus sites

The staff (job developments and Employment Services Coordinator) typically provide at all three locations, the San Luis Obispo Campus, the North County Campus in Paso Robles, and the South County Center. However, it is important to note that with staffing shortages it has been a challenging in providing consistent services at all three sites during this reporting period.

E. Anticipated staffing changes/retirements

Important to note that the second Job Developer's position who is funded by SLO RERP Programs is scheduled to complete its funding in September 2025. This will leave a void in the staffing of the Career Services Department. My recommendation is to revisit this position as a blended position of the Employment Services Coordinator and Job Developer support these two positions the needs of the department. As noted, the Career Services and Transfer Center will be housed under one area in the next 18 to 20 months, therefore a blended position will help support this move. In closing, Dr. Escobedo, Dean, Student Success and Support Programs will be retiring at the end of April 2025 and the current plan is to begin the recruitment for an interim Dean to oversee Career Services.

V. Overall Budget Implications

Provide a brief description of the immediate budget request(s) made in your Resource Plan ([download from this folder](#)) (after having reviewed the [Resource Allocation Rubric](#)). These elements will be reflected in the District planning and budget process.

Elements:

A. Personnel

- Funding to support 20 students with internships with an estimated cost of \$44,100. (on-going)
- Funding to support professional development for staff and support career/job fairs with an estimated cost of \$4,000. (on-going)

B. Equipment/furniture (other than technology)

- Sit to Stand desks for staff with an estimated cost of \$8,000. (one-time costs)

C. Technology

None

D. Facilities

None

Signature Page

List the names and titles of managers, faculty, and classified staff who contributed to the annual planning and program review process.

Dr. Maria Escobedo	Dean, Student Success & Support Programs/SCC
Name	Position
Jennifer Anderson	Job Developer
Name	Position
Tyler Wilson	Job Developer
Name	Position
Chelsea Fredinburg	Department Assistant, Career Services
Name	Position

Student Success and Support Programs, College Centers and Administrative Services Programs: Managers completing this process must sign. All full-time director(s), managers, faculty and/or classified staff in the program must sign this form.

Dr. Maria Escobedo	Dean, SSSP/SCC	<i>Maria Escobedo</i>	Mar 4, 2025
Name	Title	Signature	Date
Jennifer Anderson	Job Developer	<i>Jennifer Anderson</i> <small>Jennifer Anderson (Mar 4, 2025 09:55 PST)</small>	Mar 4, 2025
Name	Title	Signature	Date
Tyler Wilson	Job Developer	<i>Tyler Wilson</i>	Mar 4, 2025
Name	Title	Signature	Date
Chelsea Fredinburg	Dept. Assistant	<i>Chelsea Fredinburg</i>	Mar 4, 2025
Name	Title	Signature	Date