

ADMINISTRATIVE SERVICES, STUDENT SERVICES AND PRESIDENT'S CLUSTER ANNUAL PROGRAM PLAN WORKSHEET

Program: Career Connections
Last Year CPPR Completed: NA

Planning Year: 2017-2018

Unit: WED & CP

Cluster: Workforce & Economic Development

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

I. GENERAL PROGRAM INFORMATION

- A. Describe changes to program mission, if applicable.
- B. Describe any changes in primary relationships, internal and external, to the District.
- C. List any changes to program service, including changes and improvements, since last year, if applicable.
- D. List changes to program in the last year in reference to relevant statutory authority/program regulation and related compliance issues, if any.

II. ANNUAL PROGRAM SUPPORT OF DISTRICT'S MISSION STATEMENT, INSTITUTIONAL GOALS, INSTITUTIONAL OBJECTIVES, AND/OR INSTITUTIONAL LEARNING OUTCOMES

- A. Provide updates, if any, in how your program addresses or helps to achieve the District's Mission Statement in the last year.

Career Connections has helped to achieve the District's mission statement by providing the diverse Cuesta College student body with employment services that support their educational success by providing job search preparation, coordinating with local employers/agencies to provide work study and internship opportunities, and communicating with faculty and academic departments on-campus that help students hone their qualifications and skills.
- B. Provide updates, if any, to how your program addresses or helps to achieve the District's Institutional Goals and Objectives, and/or operational planning initiatives in the last year.

Institutional Goal 1: San Luis Obispo County Community College District will increase the rates of completion for degrees, certificates, transfer-readiness overall for all students. Career Connections' programs support Institutional Goal 1 by developing and presenting a wide array of job search resources including workshops, one-on-one counseling, and in-class presentations that help students identify the desire and need for specific skills that are necessary in the workforce and can be found through attending courses at Cuesta College. By promoting education as a necessary means to a successful career in the workforce, Career Connections helps students realize the importance of completing their education, which in turn supports an increase in degree completion, certificate receipt, and transfer-readiness overall.

Institutional Goal 2: San Luis Obispo County Community College District will increase student access to higher education. Career Connections' programs support Institutional Goal 2 by meeting with local employers and providing opportunities for students to incorporate internships, work experience, work study and other employment opportunities that substantiate and validate their learning opportunities at Cuesta College. These on-the-job learning opportunities highlight the need for an updated skill set that can be acquired through coursework available at Cuesta College. In addition, Career Connections works closely with the Employment Development Department (EDD) and the Workforce Development Board to maintain and update the Eligible Training Provider's List (ETPL) which highlights specific training programs available at Cuesta College that are available to dislocated and disabled workers in need or retraining and eligible for state training funds. Through the ETPL Career Connections identifies and promotes numerous certifications and Associate Degree programs and helps students find access to higher education.

Institutional Goal 3: San Luis Obispo County Community College District will develop and sustain collaborative projects and partnerships with the community's educational institutions, civic organizations, businesses, and industries. Career Connections programs' support Institutional Goal 3 by working closely with the community's educational institutions, civic organizations, businesses, and industries to provide services that will strengthen these partnerships. Career Connections maintains an Advisory Board that is open to local businesses and industries, and organizations. Career Connections is a mandated partner to the Business and Career One-Stop of San Luis Obispo County, and works closely with the SLO Employer Advisory Committee to provide internship and employment opportunities to the student body of Cuesta College. These opportunities are highlighted in several Job Fairs held throughout the county at Cuesta College and the AJCC and are published on the Cuesta Jobs Link, the online Job Search database that is available to students as well as community residents. Career Connections staff also meets regularly with a Job Developer Committee, made up of job developers from multiple agencies like Department of Rehabilitation, EDD, and local regional centers to discuss job market needs and issues. For the 2017-2018 school year, Career Connections staff will be

coordinating outreach with America's Job Center of California to inform Cuesta students of AJCC resources (financial support for certificate programs, On-the-Job Training, job search skills). Career Connections staff will be co-locating with an AJCC Job Developer on a weekly basis, and schedule the AJCC Job Developer for appointments to provide career basic services. Career Connections and AJCC staff will co-facilitate work readiness workshops to students at Cuesta College, and will work together to provide cross training on available programs.

Institutional Goal 4: San Luis Obispo County Community College District will integrate and improve facilities and technology to support student learning and the innovations needed to serve its diverse communities. Career Connections' programs support Institutional Goal 4 by continuing to promote and streamline the online jobs database (Simplicity).

Institutional Goal 5: San Luis Obispo County Community College District will build a sustainable and stable fiscal base. Career Connections supports this goal by assisting student obtain employment which allows them to continue their studies at Cuesta. Career Connections also facilitates students' awareness of and access to career-oriented placement and employment opportunities. This access to career opportunities potentially strengthens student interest in attending the college.

III. **ANNUAL MEASUREMENTS, ANALYSIS AND IMPROVEMENTS**

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 and Assessment 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.**

Career Connections collected data through:

Tally sheets to track student sign-ins

Simplicity (Cuesta Jobs Link database) Reporting functions

Surveys conducted at the end of events (Job Fair/workshops)

- **Include updates to program data results from the previous year, if any.**

In the 2015-2016 academic year 358 students registered and created a profile on the Cuesta Jobs Link

223 posted positions were viewed 848 times by students

19 applications were submitted through Simplicity

Approximately 445 students have signed in to the Career Connections office during the 2015-2016 academic year

B. Data Interpretation:

- **Describe results from previous improvement efforts to the program based on institutional or departmental changes.** Career Connections staff has been working diligently to improve outreach to students on campus to help connect them with the employment services resources available to them.
Due to significant staffing turnover during fall 2015, tally sheets were not used in our office through the months of September-October. As Career Connections staff were established, the office was able to begin collecting data more steadily. Thus, the numbers collected do not accurately reflect the services provided.
- **Identify areas if any that may need improvement for program quality and growth.**
Our numbers are not reliable for the entirety of the 2015-2016 academic year. Career Connections staff continues to develop and implement methods of accurately tracking services provided to students through assessments and surveys. Data reporting on job applications submitted through Symplicity are limited to students who submitted applications through the websites, and most companies link their applications with an outside website. We are working on adding a feature to the website that will help us generate more accurate data on placements through the website.
- **Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the Resource Plan Worksheets.**
Career Connections staff has identified the need to monitor the number of students referred to the AJCC for services, as well as the number of students who actually enroll in WIOA services.

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

1. As a result of interaction with the Career Connections services, the student will demonstrate knowledge of available internships or employment in San Luis Obispo County (e.g. part-time, career-oriented).

Career Connections staff has developed an off campus work study internship program for both Federal Work Study and CalWorks students. These collaborative off campus placements throughout the county are set in a variety of businesses including local school districts, non-profit organizations, government entities and for profit businesses. Placement partnerships that have been extremely successful are with CAPSLO Head Start Programs, which have placed 2 students in internships as well as an ongoing partnership with Bryan's House (a sober living treatment facility) which will be offering

the student placed in the work study internship a paid position upon completion of her work study agreement in summer 2017.

In addition, Career Connections' staff has continued to work with the San Luis Obispo County Probation and County Health Clinics to provide internship candidates year-long internships. Career Connections' staff placed two work study students in these programs in the 2015-16 school year, and both students considered job offers upon completion of their certificate programs in May 2016.

Other successful examples of work study placements which have been developed by Career Connections' staff include off campus Federal Work Study positions at Paso Robles High School in conjunction with CalSOAP, the Central Coast Water Board, and the Paso Robles Health Department.

In 2015-2016 Career Connections staff met with students to answer questions regarding Federal Work Study. . Of those students who were eligible, 48 were placed in Federal Work Study positions, 39 on campus and 9 off campus. Career Connections met with 26 students who were interested in internships, however many students were limited to working in paid internships due to financial need so successful placements were limited to paid internships, for a total of 2 placements for non-work study eligible students (there is some overlap with numbers since some students interested in internships were able to use work study funds to get paid in "unpaid" internships).

In April of 2016 Career Connections staff offered our annual Job Fair. This year we had 38 employers attend the Job Fair with over 250 prospective employees visiting the fair in search of a job. The Employers completed a survey at the end of the job fair and expressed great satisfaction with the event's organization and the quality of prospective employees. These were the responses to the survey (16 responses total):

How would you rate your experience of the Job Fair overall?

Excellent	5
Good	8
Okay	3
Disappointing	0

2. As a result of interaction with the Career Connections services, the student will demonstrate knowledge and capacity to develop a job search portfolio (e.g. application, resume, cover letter).

The greatest demonstration of the effectiveness of this objective is the fact that many students have been hired into the jobs for which they have completed a resume and job search portfolio with the assistance of the Career Connections staff. Other demonstrations of the success of Career Connections is the number of students that have attended job search workshops or participated in these workshops as part of their class work with a given course. Career Connections staff coordinated with faculty and departments to provide in-

class workshops tailored to the coursework the students were completing. For example, in the Medical Assisting program, students are required to complete an application portfolio that includes a resume, cover letter, and documentation of all certificates and licenses. Career Connections staff partnered with the Medical Assisting course instructor and Community Health Centers to provide a tailored presentation that supported students as they completed this assignment. Many students attended workshops or one-to-one review sessions multiple times and Career Connections offered a once-per-week Resume/Portfolio Lab one day per week, which averaged 8 students per session during the 2015-2016 academic year.

3. As a result of interaction with the Career Connections services, the student will demonstrate knowledge of local job search resources, such as Symplicity (Cuesta Jobs Link) jobs database, the local Virtual One Stop System, and Career Café.

This objective can be measured by the number of students that registered with the online Job Search database known as Cuesta Jobs Link. As a *free* online database Cuesta Jobs Link has become the One-Stop place for students to find all types of employment opportunities. Businesses can post paid and unpaid internship opportunities, as well as full and part-time employment opportunities. Not only has Cuesta Jobs Link become the student's business connection for part-time and full-time paid employment opportunities, it has also been designated as the database that houses Federal Work Study (FWS) student placements; a robust collaboration with Financial Aid which includes both on campus department placements and off campus opportunities facilitated by the Career Connections Job Developer. Internships and volunteer experiences are also posted on the Cuesta Jobs Link, which provides students another resource for finding work based learning opportunities.

During 2015-2016 academic year, 358 new student users registered into the database and made 848 unique views of job listings offered within the database. Of those who looked at the database 19 completed applications and 17 students that we know of received jobs. Data reporting is limited to students who submit applications through the website and most companies link their applications with an outside website. We are working on adding a feature to the website that will help us generate more accurate data on placements through the website.

B. Recommend changes and updates to program based on assessment of program outcomes. For elements that require funding, complete the Resource Plan Worksheets and review the Resource Allocation Rubric.

As Career Connections staffing becomes more stable, we recommend that the methods for collecting data be updated and standardized across the board. Career Connections relies on hand-tallied sign in sheet to track student data, including sign in sheets in the office and at workshops. The collection and input of data in this form has proven to be challenging and time consuming. We have set up a computer sign in station with SARS tracking software. The software is set up for the Café office instead of for Career

Connections. The options that students can choose from upon sign in are not tailored to the services which we offer. This renders most of the information gathered through this medium inaccurate. In order to accurately assess the services we provide to our students, Career Connections needs to update the SARS tracking software.

V. ANTICIPATED SERVICE CHALLENGES/CHANGES

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

Suggested Elements:

A. Student and staff demographic changes

- a. To ensure employment service delivery Career Connections needs to ensure adequate staffing. A 1.0 FTE Employment Services Coordinator needs full funding. We need to cover the loss of the .2 FTE Financial Aid contribution to the position, as funding this position is not an authorized expenditure for Financial Aid. The CalWORKs program also covers 20% of the position and this allocation is not guaranteed from year-to-year. To adequately fund the position, an additional 40% FTE is needed.
- a. Career Connections has experienced major staff turnover in 2015-16. This turnover makes accurate data collection challenging, but as we move forward we hope to continue to standardize our data collection methods to ensure accurate collection regardless of staffing turnover.
- b. Career Connections would like to offer several hiring events and employer panels throughout the year for different departments around campus including Medical Assisting, Allied Health, Automotive, Business, Communications, and Engineering. These events and panels can help students connect their coursework to careers and find out what employers are looking for in their area of interest.
- c. Career Connections will be modifying our Job Search workshops to meet the ongoing needs of the students and faculty as requested. Career Connections will be partnering with America's Job Center of California to provide workshops that will help students to prepare resumes and interview skills for the Spring Job Fair, based on employer feedback from previous events.

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

- a. Career Connections will continue to upgrade and modify our assessment methodologies to track our progress toward achieving our program outcomes.
- b. We have set up a computer sign in station with SARS tracking software to supplement our hand-written tally sign in system. The software is set up for the Café office instead of for Career Connections. The options that students can choose from upon sign in are not tailored to the services which we offer. This renders most of the information gathered through this medium inaccurate.

- c. Currently students see the following options when they log in: Computer Lab & Printing, Food Pantry, Study Time, and Tutoring
 - d. More useful/accurate options would be: Computer Lab & Printing, Job Search, Work Experience, Resume/Interview/Workshop, Internship, Federal Work Study
 - e. Career Connections would like to move away from the hand-written tally entirely and have all information collected digitally.
 - f. As so many of the services provided by Career Connections rely on the use of the Symplicity data-base system, it is important that the college maintain the license for this system. There is an annual license fee of \$3,800.
- C. Providing service to multiple off-campus sites
- a. Career Connections staff continue to work closely with local businesses, organizations, and industries to promote services to off-campus sites.
 - b. We will continue working to create more paid internship opportunities with certain industries with special business partnerships in the community to build a better career path for our students at Cuesta.
 - c. Career Connections will be partnering with America's Job Center of California to promote outreach to students and provide information about services offered through AJCC (financial support for certificate programs, On-the-Job Training, job search skills).
 - d. Career Connections will be working to better promote AJCC/WIOA services on campus, including class visits and outreach, faculty outreach, division meetings, and CTE Advisory meetings.
- D. Anticipated staffing changes/retirements
- a. Staffing anticipated to remain at same levels. We anticipate reaching out to the Cal Poly Counseling and Guidance Graduate Program to recruit student interns to assist us in the delivery of resume reviews and job search assistance.

VI. OVERALL BUDGET IMPLICATIONS

Provide a brief description of the immediate budget request(s) made in your Resource Plan (formerly called the Unit Plan). These elements will be reflected in the District planning and budget process.

Elements:

A. Personnel

- (A.) To ensure employment service delivery Career Connections needs to ensure adequate staffing. A 1.0 FTE Employment Services Coordinator needs full funding. The position is currently funded at 0.6 FTE with District funds. We need to cover the loss of the .2 FTE Financial Aid contribution to the position, as funding this position is not an authorized expenditure for Financial Aid. The 0.2 FTE funding from the CalWORKs program is also uncertain for 2017-18. The additional cost of the 0.4 FTE would be \$25,230 (with benefits).

B. Equipment/furniture (other than technology)

- (A.) In the intermediate term, the MDR- Multi
- C. Technology
 - (A.) Updated SARS Tracking Program to reflect Career Connections services
 - (B.) Continued payment for the online jobs database (Symplicity). The current budget allocation for Career Connections does not adequately fund this annual license.

D. Facilities (A.

There may be an intermediate-term need for program space for Career Connections. The current location in Rm 5310 may not be adequate for the (growing) staff for all the programs associated with Career Connections.

E. Other.

There are unfunded program operations in Career Connections, which include general supplies, Job Fair, membership, conferences and mileage, as well as the database software license noted above. The unfunded program operations cost represents \$6,000 annually.

SIGNATURE PAGE

Director(s), Manager(s), and/or Staff Associated with the Program

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

Division Chair/Director Name	Signature	Date
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