

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

**Program:** Career Connections **Planning Year:** 2019-20 **Last Year CPPR Completed:** 2018-19

**Unit:** WED&CP

**Cluster:** WED

**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 recently performed a review and assessment of its structure, services and processes and has identified a number of initiatives to take to improve the overall scope and effectiveness of the services and resources offered to Cuesta students in the area of work and career readiness and placement. This program review coincided with the addition of a new staff member, a Job Developer position funded by the Strong Workforce Initiative. The program review was facilitated by an outside consultant, Erick Briggs of Network Kinection and confirmed the effectiveness of the existing staffing and overall program structure of work readiness and placement/internship services. The main outcome and benefit of the review and consultation was to learn about best practices for outreaching to students and employers, and tracking placements in a more structured fashion, which is helping staff to effectively support students achieve their

immediate and long-term career goals. Specifically, the review led to improving many of the forms and processes used in delivering Career Connections services.

The Employment Services Coordinator continues to be the student-facing individual focused on helping students achieve their career goals with job searching techniques (including job search, resume writing and interview preparation), job placement through federal and state-funded work study programs, and coordinating with local employers/agencies to provide work-study and internship opportunities and placements, which helps both the community and students learn skills in the real-world setting. The Employment Services Coordinator also coordinates the annual job fair and other employer information panels aimed at connecting students and employers on campus.

The new Job Developer will focus on outreaching to local employers to identify work opportunities for students. This position will both enhance college capacity to help students in the Career Technical Education (CTE) programs find work experience and employment opportunities as well as better track and report these placements.

As part of the program review Career Connections developed and began implementing a survey (in CTE classes initially) that assesses students' career search and readiness needs so that Career Connections staff can better assist them with moving forward in their respective career paths. The job developer was also tasked with providing information on industry needs back to departments so that CTE programs may have additional information on the latest trends in the field, therefore, helping certificated students to be more marketable and advance in the workforce.

In September 2018 Career Connections started the Cougar Career Closet, a donation-based gently used clothing closet of professional clothing for students. We are planning a Grand Opening for April, 2019 and have been gathering many donations from our campus and general community. Clothing is available for free to any currently registered students in need of professional attire for job interviews or first day of work, and we anticipate this service reducing barriers to employment for any student in need.

- 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 continues to help students with gaining access to student-friendly jobs and entry-level jobs, which helps students who need to earn an income while they complete their respective degrees and education goals. Our Job Developer's focus on placement in internships and part-time opportunities in the CTE programs will help students gain hands-on experience in the industry that they have chosen to study so they will be able to connect their studies to real world experiences and see what a completion of their degree or certificate will do for them. Since most employers desire

students that are close to the end, or further along in their degree or certificate program, students interested in placement will be motivated to complete the program in order to have access to internship opportunities. We also alert students to earning potential associated with the completion of certificates and degrees in comparison to no degree or certificates so as to encourage them to complete their education and training programs. The data collected by the Department of Labor shows that program completion represents higher pay for community college graduates.

**Institutional Goal 2: San Luis Obispo County Community College District will increase student access to higher education.**

Career Connections staff assists students in obtaining a job, which is critical for most students attending Cuesta to be able to afford attending college at all. Staff also works to establish internships, work experience, work-study and other employment opportunities that encourage long-term career pathways skills for students directly related to their courses of study. These hands-on experiences often encourage students to pursue continued education because many local entry-level jobs require a four-year degree (outside of CTE).

**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 continues to meet with local employers about current and future employment needs while providing opportunities for students to incorporate internships, work experience, work-study and other employment opportunities into their current course of study. We consider many local area employers to be our partners in developing a strong and highly skilled workforce.

The Employment Service Coordinator works with local employers to host one annual Job Fair for students and several smaller Internship Panels for non-profits and employers looking for interns two times per year (in collaboration with Cuesta College Counseling Department). The Employment Services Coordinator also maintains and updates the Employment Trainer Partnership List in coordination with the local Workforce Development Board and participates on the Workforce Development Taskforce Committee for the SLO County Economic Vitality Corporation, a collaboration of businesses, employers, government agencies and educational institutions.

The Job Developer is focused on developing a pipeline to employment opportunities between CTE students and employers/ businesses and is placing the emphasis on building employer relations, in particular with businesses that will employ Cuesta College students as they reach the end of their programs. The Job Developer is also staying connected and current on relevant industries and required skills in San Luis Obispo County and then bringing that industry information back to departments on campus. The Job Developer is a member of multiple committees relating to workforce development, e.g. Employment Development Department, Department for Rehabilitation, and the job development committee. The job developer will also be

networking at Chamber of Commerce events and the Central Coast Human Resources Association.

**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 integrates the use of technology into the delivery of employment and internship services to Cuesta students, however this is an area of improvement in terms of providing up-to-date and modern platform to interact and engage with students. We will address this in later sections.

**Institutional Goal 5: San Luis Obispo County Community College District will build a sustainable and stable fiscal base.**

Career Connections staff helps build a sustainable and stable fiscal base by assisting students find jobs, which they need to afford to attend college. Career Connections also provides career readiness and placement services that link students in academic programs with local career-oriented opportunities. As the link between academic studies and employment opportunities is both strengthened at the college and acknowledged in the community, the appeal of pursuing a certificate or degree from Cuesta grows. Career Connections is also taking specific initiatives to recruit new students and promote enrollment, including a project to outreach and provide specialized services to ex-offenders, while also identifying work opportunities with local employers that will accommodate and support ex-offenders.

### **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.  
Sign-in tally sheet, jobs database records, satisfaction surveys (Job Fair), staff records, intake forms that were developed to assist with identifying student needs when seeking Career Connections services in Jan. 2017
- Include updates to program data results from the previous year, if any.

Data is collected through a sign-in sheet that students complete when seeking in-office services. Activities for walk-in services include:

General (walk in- job search, job search data base and intensive services-resume assistance, job search and job placements (Work Study), internship placements and WIOA information). Data is approximate due to not every person signing in to receive services.

Tally sheet: approximately 486 individuals signed in on the office tracking sheet.

Tracking continues to be a challenge since not all students sign in for quick questions or if they are repeat customers. Staff is considering options for better tracking the number of students served as well as for better identifying which services students were seeking.

Intake forms: These were designed to help students who are making appointments for career services define what assistance they are seeking: Job search assistance, resume development, full, part-time work, career path jobs or part-time immediate jobs, etc. What we determined from a survey of 80 intake forms is that only about 20% of students know how to begin a job search and only 10% have an up-to-date resume. Of course, this selection is taken from students seeking career services so the results were not surprising.

Placements: Work Study (Federal and CalWORKs)

Symlicity (online jobs database): 715 new student/ job seeker accounts created (Jan 2018- Jan 2019), with

Employers: 660 jobs were posted between Jan 2018 and Jan 2019, with 201 students logging in per month on average and 23 job applications per month responded to through the website (276 per year) (data is limited due to some employers requiring applicants to complete an application outside of the website and collecting resumes through private emails). The program review recently completed identified establish a more dynamic connection between job opportunity and student job seeker. The passive nature of the jobs database is limited in its capacity to reach the students in a timely manner, which is critical to employers. Strategies such as postings on the Career Connections website, notifications to faculty in areas related to the position, email blasts, are being considered.

Internship placements: 52 students placed in paid internship through CalWORKs and Federal Work Study, and 10 students placed in private employment internships through Career Connections.

Classroom visits: Career Connections staff presented in 8 different classes to approx. 18-20 students each time. Presentations focused on industry-related job search skills including resume and application writing, job search skills, interview skills and internships and jobs available in the specific course of study attached to the class (Business, Early Childhood Development, Ag Business, Medical Assistant, Criminal Justice, Automotive)

Outreach events,

ETPL (affects students across campus and community members seeking retraining programs through WIOA). Career Connections staff assisted with adding 2 new

certificate programs onto the ETPL, as well as ensuring that all ETPL information is accurate.

Job Fair- 31 employers attended and spoke to 10-15 students each on average (based on employer surveys), with 260 students and community members attending.

Employer Services: Career Connections maintains an Advisory Board that is open to local businesses and industries, and organizations. The committee will meet late Spring semester after the Job Fair.

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.

#### B. Data Interpretation:

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

Career Connections has highlighted these program improvement efforts:

- Develop a more dynamic process for linking job-seeking students with local job opportunities. Career Connections staff received training to update the Cuesta website, which is a central resource is making the link more dynamic.

- Establish more formal and structured forms and processes to implement and track services provided to students, employers and department/faculty, including in particular a survey to identify the services desired by students in the area of job search and placement. In Fall 2018 and Spring 2019 many forms and processes were revised (or created) and implemented.

- Identify more work experience/internship and career-oriented opportunities. The new Job Developer position has increased the capacity to address this need.

- Establish a strategy for delivering job search services to groups of students as opposed to one-on-one, which claims considerable staff time. Career Connections staff are attempting to offer workshops and services to groups, however, due to the individual needs and schedule, this continues to be an issue with low attendance at workshops and limited available class time.

-

- Identify areas if any that may need improvement for program quality and growth.
  - The objective of developing a more dynamic process for linking job-seeking students with local job opportunities will continue to be prioritized in Spring and Fall 2019, with, as noted above, strategies such as postings on the Career Connections

website, notifications to faculty in areas related to the position, and email blasts and other means to connect with students.

--Identify better and for delivering, assessing and tracking outcomes of Career Connections services. An on-line job platform with more functions for students and employers, and for tracking, would assist the quality and effectiveness of connecting students with local employers. Several systems have been students and being proposed for consideration.

- Recommend any changes and updates to program based on the analysis above. For elements that require funding, complete the Resource Plan Worksheets.
  - An upgrade to the jobs database system is recommended (see above).  
The request is included in the Resource Plan.

#### **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.

The SSOs for Career Connections:

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

Overall the assessment tool (student survey) identified for assess the SSOs has not been effective, other than from students attending the annual Job Fair. A feature of the program review process that Career Connections recently undertook is to develop tools to assess the quality and effectiveness of the services provided by Career Connections.

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.

- The SSOs will be reviewed and revised in Spring 2019, with more effective tracking tools identified. An upgraded on-line job platform would facilitate the tracking and reporting process of services provided in Career Connections. We have identified a job platform service which provides tracking tools based on customized metrics and identified skill sets that are tied to program curriculum
- Career Connections staff are attempting to offer workshops and services to groups, however, due to the individual needs and schedule, this continues to be an issue. Updating job platform services is an area that many colleges are using to address this issue and staff are looking into finding a platform that can deliver virtual job search coaching and instructional videos as part of an integrated process so that students can access job search/ interview preparation materials 24 hours a day.

#### 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. Regulatory changes- N/A
- B. Internal and external organizational changes  
The increase emphasis on internships and job placements of Cuesta students placed by statewide initiatives, such as Strong Workforce, heightens the need for the college to offer quality job search skill and placement/internship services.
- C. Student and staff demographic changes- None identified
- D. Community economic changes – workforce demands  
Career Connections is increasing its capacity to identify the local workforce demands through enhanced communication and collaboration with local employment services partners, including the Workforce Development Board, AJCC, Human Resources Association of the Central Coast-HRACC, Job Developers Network, Goodwill, and Dept of Rehabilitation.
- E. Role of technology for information, service delivery and data retrieval.  
As noted above, an upgraded on-line job platform would facilitate the tracking and reporting process of services provided in Career Connections.
- F. Providing service to multiple off-campus sites- Career Connections provides services on North County Campus one day per week. Due to limitations of space availability Career Connections is not able to provide additional services or time on North County Campus. As the Job Developer position expands focus into
- G. Anticipated staffing changes/retirements- None identified



## **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- None identified
- B. Equipment/furniture (other than technology)- None identified
- C. Technology- Upgrade of the on-line job platform to a system that is more user friendly.  
The Career Connections office had to field many calls and complaints about the current system we are using and there are many features we would like to provide for users that would create a better experience for users that our current platform doesn't provide. We would like to have a budget of \$25,000 (the first year, \$20,000 the following years) to spend on updating our on-line job platform to bring it into the 21<sup>st</sup> century and make the interface more user friendly for smart phones, with additional pod casts and videos that address employability skills in a format that is more accessible by job seekers. Many platforms incorporate these details along with powerful reporting tools that would benefit our programs as we try to track students and their employment success through our office. This technology will also allow Cuesta to customize skill sets based on academic and certificate programs so that students in various programs can update their resumes as they progress in programs and see a direct relationship to job opportunities. This platform also allows for tracking internships and job placements and can be used by track placements from departments outside of Career Connections as some programs on campus prefer to manage their own internship placements, which creates a challenge when providing the number of internships and job placements as a campus community. The platform we are hoping to provide will be available to any student with a Cuesta ID number and will send automatic notifications to encourage student interaction with the platform and help empower students to take steps towards developing their job search and resume development with automated notifications and instructional videos. Career Connections staff will be able to track students through the process and reach out to offer additional assistance to students and we will continue to provide in person assistance and outreach activities to students, however this platform will help us to reach more students than we can possibly reach with 3 staff and approximately 10, 000 students on campus and on-line. As the job developer is working to expand Cuesta's list of employer contacts, this new technology will assist in tracking contacts made and follow-ups with employers, allowing us to provide better service to employers as we fill positions.
- D. Facilities-Career Connections hopes to maintain capacity to function as a cohesive unit of services within the same space (employment services, job developer, Cooperative Work Experience, related programs) as the Student Services area is developed in Building 3100.



## 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
------------------------------	-----------	------

---

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------

Name	Signature	Date
------	-----------	------

---

Name	Signature	Date
------	-----------	------