

Services & Activities Fee Annual Program Review

Program Name: Career Services
Program Manager: Katrina Whitney
Fiscal Year: FY2023

1. In what ways does your program support CWU students? Please be specific, yet concise.

We empower students to engage in self-awareness, personal exploration, and skill development with the focus on career-readiness as well as career obtainment.

- Connect their interests, strengths, values, motivations to potential occupational areas
- Determine potential degree programs to match their occupational or career goals
- Develop job search skills (resumes, cover letters, interviewing, networking)
- Connect students with employers offering internship opportunities to help them gain practical experience
- Provide information on how to conduct an effective job search to secure a job upon graduation
- Assist them in determining if and/or when graduate school is a good option based upon their career goals

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

Goal 1- Students will be able to generate a tentative career plan by participating in self- assessment and career exploration activities (e.g. interests/values/strengths assessments, researching career fields)

Goal 2- Students will be able to identify professional networking contacts and understand common workplace practices and expectations in their field as a result of engaging in experiential learning (e.g. field trips, internships, career fairs, employer information sessions, mock interviews)

Goal 3- Students will be able to create resumes, cover letters and grad school applications or other career advancement documents

We use a variety of tools to assess our impact on students' development and success. Some of which are listed below:

- Workshop and Career Fair evaluations
- Presence data for event attendance and demographics
- Faculty feedback
- We collect student usage data from advising notes
- Internship evaluations
- Work with Wildcat Pantry coordinator to determine how many items of professional clothing are being taken.

3. What is the overall purpose of your program and what service(s) does your program provide?
- a. Are there overlaps or intersections with other university programs who have a similar purpose or service?

Our purpose is to be a model department focused on using equity minded practices to assist and support students. We do this through providing opportunities to increase their knowledge, skills, abilities, and strategies to confidently engage in all aspects of career development and obtainment.

Our services include but not limited to:

- Self-awareness and exploration using career and occupational assessments and career counseling
- Career and occupational research through online resources, industry-related workshops and employer panels, networking events and informational interviewing
- Resumes, cover letter, job interviewing skills through individual appointments, workshops, classroom, and student club presentations
- Oversee cooperative education/internship program to help students engage in practical learning experiences related to their degree programs

We are committed to find partnerships with campus stakeholders to meet the needs and enhance essential services to students in all aspect of Career Services. One example of this is the Professional Clothing closet, located in the Wildcat Pantry; we partner with the pantry to provide access for students to essential items.

We also partner with various academic departments to provide the best opportunities for students to connect with potential employers for internships and/or employment. Additionally, we work with Alumni relations to provide opportunities for CWU alumni and current students to network and connect. Academic departments occasionally offer career-focused workshops and our westside counselors work with faculty to do classroom presentations specific to degree or class focus.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

We provide support, education and services with an equity minded lens to all students. Supporting student clubs, organizations and the general student population to increase their connection to career professionals through guest speakers, industry- specific workshops/panels and skill specific workshops such as building resumes, cover letters, etc. Additionally, we participate in campus and club activities/events to provide a career development perspective or skills to enhance the student experience and career readiness. Career Services also believes in elevating the student employee experience in increasing their personal and professional skills.

5. How does your program support CWU’s mission and goals? (<https://www.cwu.edu/mission/>)

Our department prides itself on providing services, community, and skill enhancement for students and our campus community with a focus on equity and belonging. We do this by building relationships and providing high impact career learning opportunities with and for students through their academic programs, extracurricular experiences, work and volunteer endeavors. The most important aspect to the work we do is to assist students in becoming their best selves, increasing skills, and helping them build relationships with employers, alumni and others who can enhance their ability to find internships, connections, and meaningful employment.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

Our department focuses on serving the needs of students in all aspects of career exploration and development. Our workshops, presentations, panels are marketed to all CWU students. Most of the workshops are virtual which provides access to students at the centers. Additionally, we provide transportation for student from the centers to attend our Career Fairs on the main campus. Faculty, staff, and Alumni may also choose to attend our events.

Please see attached document for more detailed information.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

We are working on developing a more streamlined way to obtain clear data. This year we have started to use Presence for events and are looking to increase use of this platform for future data collection. This additional platform will allow us to identify unique users as well as more detailed demographic information.

Currently, we are using advising notes, workshop attendance and evaluations as well as Wildcat Career Network to collect service usage data. The challenge has been the platform integration from Peoplesoft and Simplicity. We are currently, working on a solution. Once this is solved, we will be able to obtain more detailed data regarding demographics, etc.

- Note that the numbers above may be duplicate as students return to meet with Career Counselors for follow up appointments. Additionally, see attached document for more detailed information on our data collected as well as our calendar of events.

8. Are there any current vacant positions in your program?

No

9. Given the budget reductions taking place and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and including in your initial base funding request.

We have not been able to rehire student workers (Peer Advisors) at the Centers. The goods and services budget for the program has been impacted which impacts our ability to provide events and activities. Our current budget does not provide us enough money to cover our two professional staff salaries. By the end of the fiscal cycle, we will have a deficit.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

Yes, we do not have any additional monies to support student staff and/or events/activities with our S&A Budget. At this time, we have supported westside campus activities/events with another budget within our department. It is important to us to meet the needs of students.

11. What growth or increases would you like to see in your program in the future?

We would like to bring back peer advisors to the centers. To provide, support and develop a stronger peer to peer relationship. These student employee positions provide guidance, advocacy and education regarding career readiness and career development.