**Services & Activities Fee Annual Program Review**

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| Program Name: | Westside Career Services |
| Program Manager: | Katrina Whitney |
| Fiscal Year: | FY2024 |

1. In what way(s) does your program support CWU students? Please be specific and concise.

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| Our Westside program, facilitated by two Assistant Directors, extends comprehensive support to CWU students across the Lynnwood, Des Moines, Pierce, and Joint Base Lewis McCord, specifically focused on various aspects of career development and readiness. Our services play a key role in shaping the college experience and beyond, serving as a fundamental component in preparing students for successful employment opportunities during and after their graduation from Central Washington University.  Through active engagement with students, we foster the development of confidence, strengthen their connection to campus, and cultivate a sense of belonging. Importantly, our approach is rooted in equity, reflecting a commitment to enhancing access for all students. By integrating these elements, our program aims to empower students to achieve their career goals and navigate the transition from academia to the profession world.   * 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 |

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

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| Our goals aim to enhance students’ career development experiences during and beyond their time at CWU.   * Students will demonstrate proficiency in essential career readiness skills, including resume building, interview preparation, and professional networking. * Students will actively engage in experiential learning opportunities, such as internships, co-op programs, gaining practical experiences in their chosen fields. * Students will explore and articulate their individual career goals, demonstrating an understanding of diverse career paths and opportunities within their chosen fields. * Students will engage with and appreciate diverse perspectives, demonstrating an awareness of equity issues and actively participating in inclusive career development activities.   We use both qualitative and quantitative measures to assess the effectiveness of our programs and services including student surveys, post-program assessments, and tracking graduates’ success in securing relevant employment or further education opportunities.  At the heart of our success lies our strategic use of data-driven tools, including advising notes, the Presence platform, faculty feedback, employers’ evaluations, internship evaluations, and the Wildcat Career Network (Symplicity platform).  These resources enable us to collect, analyze, and act upon essential information, thereby guiding our initiatives, actions, and decisions. By aligning our practices with high-impact strategies identified by the National Association of Colleges and Employers, we ensure that our students receive industry-relevant guidance and support. These tools allow us to collect valuable feedback, including demographic data. By leveraging this data, our aim is to foster a more inclusive and tailored approach to our services.  Our focus on our social media presence resulted in a significant increase of over 7% in our followers across platforms. Our internship program is evolving, as we began conversations with campus partners to review current work integrated learning practices and formulate action strategies to streamline language and processes to better serve students, faculty, and employers. |

1. What is the overall purpose of your program and what service(s) does your program provide?
   1. Are there overlaps or intersections with other university programs that have similar purposes or services?

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| We assist students in developing a tentative career plan through various activities such as self-assessment, career exploration activities, such as interests, values, and strengths assessments, coupled with research into various career fields. Secondly, we work with students to identify professional networking contacts and gain an understanding of common workplace practices, and what employers are looking for in highly qualified candidates. This is supported through activities such as Career Treks, internships, career fairs, employer information sessions and mock interviews. Lastly, we provide career development opportunities such as workshops covering a range of topics; crafting effective resumes, cover letters, grad school applications, and other career advancement documents.  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 * Resume, cover letter, and job interview skill-building through individual appointments, workshops, classroom, and student club presentations * Cooperative education/internship program to help students engage in practical learning experiences related to their degree programs   We foster campus collaborations to enrich Career Services, partnering with regional directors, student life staff and faculty at center locations to enhance student opportunities. An example would be our Lynnwood campus etiquette dinner which was a collaborative event with the College of Business faculty and Edmonds Community College. It was well-attended by CWU students and was a high impact event during the year.  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 conversation with their classes. Our westside counselors work with faculty to do classroom presentations specific to degree or class focus. |

1. 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*.”

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| Our program aligns with the purpose of S&A funding by taking an equity-minded approach and providing comprehensive support, education, and services to all students. We actively contribute to the furtherance of student education by supporting student clubs, organizations, and the general student population. This is achieved through initiatives that foster connections with career professionals, including industry-specific workshops, panels, and skill-specific workshops (resume and cover letter building, What Employers Want, Making the Most of College, Plotting Your Career, and more). Our participation in campus and club activities/events enhances the student experience and promotes career readiness. |

1. Please provide specifics on how your program supports and aligns with CWU’s strategic plan (<https://www.cwu.edu/about/mission-vision/_documents/cwu-vision-mission-values-strat-plan-bot-approved.pdf>)?

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| Career Services overarching goals supporting university strategic plan  Student Success: unifying value   * Career Services will develop clear pathways into and through the university to ensure equitable access to career development. * Career Services will integrate equity minded values/principles to elevate culturally sustaining practices to include historically excluded identities.   Engagement-   * Career Services will increase our efforts to build relationships with local, regional communities as well as organizations, agencies, business, and individuals to increase career exploration opportunities for students.   Belonging   * As a department, Career Services will cultivate and maintain a welcoming space that fosters belonging and inclusion.   Stewardship   * Career Service will elevate collaboration and build relationships within the university to advance career development and employees outcomes. |

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

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| Our department is dedicated to addressing the comprehensive needs of the students throughout their career exploration and development Journey. Our workshop, presentations, and panels are promoted to the entire CWU student body, with a significant portion conducted virtually to ensure accessibility for students at various centers. Moreover, we facilitate transportation for students from centers to participate in our Career Fairs held on main campus. Additionally, our events are open to faculty, staff, and alumni who may choose to attend. Staff often volunteer to work at the events and alumni office is often in attendance to welcome alumni who are recruiters for companies to enhance their experience returning to campus.  *Please see attached document for more detailed information regarding Career Services and specifically westside support (page #3).* |

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

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| We use both qualitative and quantitative measures to assess the effectiveness of our programs and services including student surveys, post-program assessments, and tracking graduates’ success in securing relevant employment or further education opportunities.  At the heart of our success lies our strategic use of data-driven tools, including advising notes, the Presence platform, faculty feedback, employers’ evaluations, internship evaluations, and the Wildcat Career Network (Symplicity platform).  *Please see attached document for more detailed information regarding Career Services and specifically westside support (page #3).* |

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

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| No |

1. 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 included in your initial base funding request.

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| We have not been able to rehire student workers (Peer Advisors) at the Centers. With some salary savings from rehiring the current position at Des Moines as a Career Counselor will allow us to increase direct programs to student at the locations. |

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

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| No |

1. What other funding does your program receive? What percentage of your program’s total funding is coming from S&A Fees?

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| Currently, S&A funding goes to two professional staff positions with a small surplus that will be used for good and services. Additionally, we use funding from our revenue budget to enhance our programming efforts to westside students. |

1. What growth or expense increases do you anticipate seeing in the future?

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| In the future we would like to hiring student staff to assist with center support, peer to peer mentorship in career readiness activities and document review. Additionally, we would like to increase our programming efforts such as employer visits (Career Treks), employer panels, career fairs on the westside and speaker visits just to name a few. |