

Services & Activities Fee Annual Program Review

Program Name: Career Services Westside Centers (as well as on-line students)
Program Manager: Katrina Whitney
Fiscal Year: FY2024

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

Career Services supports students by providing equitable access to career counseling, skills development, networking opportunities, and resources that empower them to achieve their career goals and prepare for meaningful employment.

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- Develop clear pathways into and through the university to ensure equitable access to career development. *Student Success: unifying value*

- Create accessible and inclusive pathways that facilitate equitable access to career development resources and opportunities for all students.

Goal #2- Integrate equity minded values/principles to elevate culturally sustaining practices to include historically excluded identities. *Access/Belonging*

- Implement initiatives that prioritize equity and inclusivity, ensuring that career services cater to historically excluded identities and promote cultural sustainability.

Goal #3- Career Services will increase our efforts to build relationships with local, regional communities, university community as well as organizations, agencies, business, and individuals to increase career exploration opportunities for all students.

- Strengthen partnerships and collaborations across university departments and local and regional stakeholders to enhance career development opportunities and outcomes for all Wildcats.

Goal #4- Cultivate and maintain a welcoming space that fosters belonging and inclusion. *Belonging*

- Establish a supportive and inclusive atmosphere within Career Services that promotes a sense of belonging for all students.

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?

Vision:

To see every Wildcat equipped with the tools, knowledge, and support needed to embark on a successful and fulfilling career journey.

Our Mission:

CWU Career Services is dedicated to empowering our diverse students with the skills, knowledge, and experiences necessary to thrive in today's demanding global job market. Through a robust suite of equitable initiatives, we foster career readiness, professional development, and resilience, ensuring all Wildcats are well-equipped for success.

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
- 24/7/365 Virtual Career Center with resources, articles, and information specific to Westside Center Students and Online students

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 to all students through an equity-minded lens. Our efforts include supporting student clubs, organizations, and the broader student population by fostering connections with career professionals. This is achieved through guest speakers, industry-specific workshops and panels, and skill-building sessions on topics such as resumes, cover letters, personal branding, LinkedIn, and more.

Additionally, we participate in campus and club events to bring a career development perspective and enhance students' career readiness. Westside Career Services offers virtual employer panels, in-person networking events, and assistance with internship searches. Our [virtual career center](#) provides students with 24/7 access to career resources, labor market trends, and other career development information. To further accommodate students' needs, we offer early morning and evening appointments outside the traditional 8 a.m.–5 p.m. workday.

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

CWU Career Services supports CWU's overall strategic plan by aligning its efforts with the university's mission, vision, and values to promote student success, equity, and community engagement. Specifically, Career Services contributes to key aspects of the strategic plan in the following ways:

1. **Student Success and Retention:** Career Services plays a crucial role in preparing students for their professional journeys by offering tailored career counseling, skills workshops, and experiential learning opportunities. By equipping students with career readiness tools and connections, Career Services supports CWU's goals of fostering academic achievement and improving retention and graduation rates.
2. **Equity and Inclusion:** With a focus on equity-minded practices, Career Services ensures that all students, regardless of background, have access to resources, networking opportunities, and career guidance. This commitment helps create a sense of belonging and ensures that career development is inclusive for the entire student population.
3. **Community and Employer Engagement:** Career Services builds strong relationships with employers, alumni, and community partners to provide students with internships, job opportunities, and professional networks. These collaborations not only support student outcomes but also strengthen CWU's ties with regional and global communities.
4. **Workforce Development and Lifelong Learning:** By providing career resources, labor market insights, and access to a virtual career center, Career Services supports students in developing the knowledge and skills needed to succeed in the evolving workforce. This aligns with CWU's focus on preparing students for lifelong learning and adaptability in their careers.
5. **Enhancing the Student Experience:** Career Services enhances the overall student experience by integrating career readiness into academic programs and extracurricular activities. Through events such as career fairs, employer panels, and skill-building workshops, the department ensures that career development is an integral part of the CWU experience.

In essence, Career Services helps CWU fulfill its strategic goals by empowering students to thrive academically, personally, and professionally, while fostering a culture of inclusion, engagement, and lifelong success.

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 program serves a diverse range of individuals, including students, faculty, and staff in all aspects of career development and readiness. *Please see attached document for more detailed data.*

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

We conduct program assessment through various methods, including Civitas (an advising platform for tracking individual appointments), Presence (to collect event participation data), Microsoft Forms (to gather customer satisfaction feedback), and the Wildcat Career Network (to monitor job postings, internships, and employer engagement).

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

No. The Des Moines/Pierce/JBLM career counselor started November 15, 2023.

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.

The current budget does not fully cover the salaries of our two professional staff positions, resulting in a small deficit by the end of the year. Additionally, there is no allocated funding to support events and activities such as Career Treks, Career Fairs, and other initiatives aimed at serving students.

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

No.

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

We aim to enhance services for online students by offering in-person events and professional opportunities for those within commuting distance to our centers. Additionally, we plan to provide transportation from the centers to career events held on the main campus. We seek to expand Westside student programming by introducing activities such as Career Treks, employer visits, in-person employer panels, and Etiquette Dinners. Furthermore, we hope to reintroduce peer advisors at the centers to foster stronger peer-to-peer relationships. These student employee positions will offer guidance, advocacy, and education on career readiness and development.