

2012-2013 Annual Program Report
Education Recruitment and Career Services
July 1, 2012 – June 30, 2013

Purpose of Program/Project:

Education Recruitment and Career Services is a program within the Kremen School of Education and Human Development (KSOEHD). The program has two primary responsibilities: recruitment of students and career changers into the field of teaching and assisting students in the job search process with the desired result being that of supplying school districts with qualified candidates.

During the 2011-2012 academic year the services of this office were reduced from 100% position to a 60% position and the Career Counselor served as faculty for the remaining 40%, receiving a six-unit assignment each semester. The assignment has remained the same during the 2012-2013 academic year as well. Every attempt has been made to continue to serve students, meeting their counseling and job search needs as much as possible.

The recruitment services provided include: recruiting candidates into the teaching profession with an emphasis on the shortage areas of math, science and special education at Career Fairs, Teacher Fairs and a variety of other events. Additional responsibilities include developing recruitment materials that inform candidates of the variety of avenues that can be taken to get a credential, speaking in a wide range of venues about the need for teachers especially in shortage areas, as well as, the rewards of a teaching career and providing candidates with information regarding the various programs that California State University, Fresno offers. Recruitment services also include a variety of activities designed to connect Liberal Studies students that are currently doing undergraduate work at Fresno State to the Credential program at the University with the goal being that of having them complete their credential work at our University.

The career services provided include: conducting student seminars and workshops on subjects such as resume writing, interviewing, and use of ED-JOIN, resume review, organizing an administrators panel to help students learn about the hiring process in various districts, organizing and hosting a Teacher Recruitment Fair(s), posting of current job announcements in a weekly Job Bulletin and providing ongoing professional development regarding job search and the teaching profession through Career Connections.

A primary responsibility for both areas is that of one-on-one counseling with students regarding career related issues.

Administrative Housing of Program/Project:

Education Recruitment and Career Services is currently housed in Room 250 of the Kremen School of Education and Human Development. The office of the Coordinator/Counselor is located in this suite and counseling appointments for students are conducted in that location. This location was selected because the Coordinator also serves as faculty for the LEE and C&I

Departments. Having a presence in Room 250 of KSOEHD allows for easy access for all students.

The Education Recruitment and Career Services Coordinator is under the direct supervision of the Associate Dean of the Kremen School of Education and Human Development. All goal setting and planning, as well as, the assigning of responsibilities is done in coordination with the Associate Dean. Evaluations are conducted by the Associate Dean as well. The faculty portion of this position is under the Chair of the LEBSE Department. All assignments in the teaching area are made by the Chair and evaluations are done by him as well. While this chair is the person with the primary responsibility for this position, there are lines of responsibility to the Chair of the C&I Department as well because three of the classes taught fell under his area this year.

Major Accomplishments 2012-2013

For this academic year, time and emphasis was placed in the greatest areas of need, especially the area of recruitment.

- Worked with Laura Rabago to get the Teacher Fair Registration up on line for the first time. Prepared a postcard to be sent out to notify all districts of this new procedure.
- Worked with Jeffrey Scott Advertising and the Kremen staff to get the new Kremen Website on line and open to the public. Primarily gave input while others did the actual data input and design.
- Completed the spring assignment of working with the Huggins Center to Encourage the Use of Literacy in the Classroom and to “Make it Fun.” Held a retreat training session involving the teachers and shared with them the many methods and techniques they can use. Helped them make plans for things that they want to begin doing in their classroom.
- Set up a Twitter Account for Kremen Education. Worked with staff to help them understand how it can work so they can monitor and update it. Shared with them the purpose of this site and what the Dean hopes that it will do for the school. Counselor will add “tweets” as well when something needs to be distributed. Set up a database that will hold all tweets that are sent out and the dates they were sent for record keeping purposes. The person who was trained to manage the Twitter Account has moved and is no longer employed at Fresno State. There needs to be follow up with the new person to be sure that they know how to use the account. It would be good if the faculty were informed of it possible uses as well.
- Continued to attend numerous meeting that were held for the Recruitment Committee. Mr. Jim Lowe from the Jeffrey Scott Ad Agency (J.S. A.) was brought in and presented ideas to the committee of various kinds of advertizing that could be done via radio. It was agreed that we would hire his agency to do an ad for the Doctoral program and for credential program as well.
- While faculty responsibilities do not fall under Recruitment and Career Counseling, it is important to note that 40% of the coordinators position is faculty. As such, three classes, for a total of 6 units were taught in the fall 2012 semester: Children’s Literature, The First Days of School, and EHD 50. In the spring semester, six units were again assigned and one of which was a first time assignment requiring new preparation: EHD 50 Introduction To

teaching and EHD 178 Supervision of Initial Student Teachers. This was a delightful assignment but required a lot of last minute preparation and planning.

- Working with the teaching staff of the Huggins Center was a delightful experience and, because there was so little time to work with the staff in the spring, this connection was continued throughout the summer and into the fall semester. Visits were made to the various classrooms to observe what they are currently doing with literacy. Notes were taken as to things that could be shared or taught that would bring about improvement. The weekly teacher planning meeting was attended and a short presentation made as to small things that could be done in the area of literacy. Materials were made that were used as samples of what they can do on their own in their classrooms. A resource cabinet was set up for these materials and all classes will share. Teachers brought some of their own ideas to meetings and shared with the entire group. The teachers decided they would like a list of books that each classroom has available so that they can borrow from one another rather than having to buy duplicates or only work with a small number of their own resources. That process was begun and one classroom completed.

The following are individual activities completed by the Recruitment/Career Services Coordinator between July 1, 2012 and June 30, 2013:

- The NAEYC National Conference was held in Atlanta, Georgia in Nov. 2012. I was invited to present a workshop with Sharon Aries from the Huggins Center. Approximately 60 to 70 individuals attended our session. It was an honor to be asked to present for this well respected national organization
- Spoke at the Liberal Studies Conference held in the Residence Dining Room on campus. There were approximately 80 high school and transfer students in attendance. The topic centered on future employment opportunities for new teachers.
- Began doing the Multiple Subject interviews with students applying to get into the KSOEHD Credential Program. Interviewed and signed off on numerous student applicants throughout the year.
- Served as a Supervisor for 178 student teachers for the first time. Worked with 18 student teachers at Jefferson Elementary. Attended the Cooperating Teacher Training, the training on Common Core Standards and helped to assess the CLPP. Having never served in this position previously and having been out of the classroom for over 20 years there was a steep learning curve. It was a terrific experience however.
- The 2012 Teacher Recruitment Fair was held once again at the New Exhibit Hall of the Fresno Convention Center. The R. and C. Counselor did all the planning and organizing for this event. This year 55 districts registered which is 15 more than last year and over 350 students and alumni were present which is almost the same as the prior year. Spirits were good, some hiring occurred and a lot of candidates were given invitations for second interviews. 32 students have emailed news that they have received a contract. Worked with the Convention Center and the caterer to make arrangements.

The following are Teacher Recruitment or Career Services Accomplishments:

- Conducted 16 Job Search Seminars, Resume Writing, Interviewing and Ed-Join.
- Approximately 550 students attended the seminar presentations
- Conducted 2 Administrators Panels with approximately 275 students attending. The Multiple and Single Subject Administrators Panels have now been combined to help save on cost and

to keep from infringing on busy schedules of administrators. There is now only one Interview seminar/Administrative Panel per semester rather than 2.

- Spoke at Orientation sessions for various student teaching groups. Approximately 360 students were in attendance.
- Reviewed over 180 individual resume packets for students, making corrections and suggestions. Packets contain cover letter, resume, and reference page and philosophy statement. Returned packet to students with suggestions.
- Conducted numerous individual student appointments during the year.
- Pre-registered 262 students in office for the Teacher Recruitment Fair. There has been staff to help with this process in the past but none were available this year so the R. and C. did all registrations. Registration had to be limited to just three days so the Counselor was certain to be available.
- Between 350 and 400 students and alumni attended the Teacher Recruitment Fair.
- Prepared materials and presented at the Annual Master Teacher Workshop on Campus. The topic was “Writing Effective Letters of Recommendations for Student Teachers.”
- Prepared and sent individual Job Bulletins with job announcements to credential students and alumni throughout the year but particularly during the recruitment season, March through June.
- Prepared and sent out 10 issues of Career Connection to candidates to help prepare them for success at the Teacher Fair and as new teachers in the profession.
- Teacher Recruitment Fair Preparation
 - Mailed invitations and information to 427 school districts
 - Pre-registered 262 students for the fair in office
 - Prepared all materials for 400 student attendees
 - Prepared all materials for 55 district attendees
- Conducted the Teacher Recruitment Fair on April 11, 2013.
- Sent out first email requesting information on students who have signed contracts for next year. Will continue to do so throughout the summer. Thirty-two students have responded to date.
- Have provided resume materials to several districts following the fair so that they can try to recruit for hard to fill positions.

Sources of Funding

All funding for the Education Recruitment and Career Services office is provided by the Kremen School of Education. Materials are purchased with money from the Dean’s Office budget or the Teacher Recruitment Fair account.

The Teacher Recruitment Fair is designed to cover its own cost so that the KSOEHD does not have a financial output for this event. Every year it has paid for itself and produced a small profit. That money is maintained in the Teacher Fair account as back up funds for future years.

Space and Equipment Utilization

Education Recruitment and Career Services is currently housed in Room 250 of the Kremen School of Education and Human Development. The R. and C. Counselor has one computer and

one desk top printer to carry on the business of its program. Room 250 has a large printer, Fax machine and other miscellaneous equipment that the Career Services Office is able to use.

INTERSC services are used for large copying jobs. Three different packets of Job Search materials are provided to all student teachers so approximately 350 to 400 copies of each packet of materials are needed each semester. Materials for the Information Packets given to students who inquire about KSOEHD programs are also done in INTERESC as large numbers are required for this as well.

Goals and Objectives 2013

- Work, throughout summer and fall, to train the person stepping into the Recruitment and Career Services counseling position. Special attention will be given to training on the Teacher Recruitment Fair, presentation of seminars and becoming familiar with the local district administrators and how they function. All files and resources will be turned over to the new person.
- Catalog approximately 500 books to be donated and placed in the INTERESC Children's Library. Work with student assistants in Room 420 and follow the procedures that have been established for the books already there. Prepare a Book/Resource list that can be handed out at the beginning of the semester to all student teachers informing them of what is available for check out.
- December – Retire =>