

Career Development Center

Year End Report AY 2016-2017

Major Milestones and Accomplishments

Created Career Ready Students

Career Counseling Appointments (1 hour each)

- 3227 Student appointments (1835 unique students)
- Class (30% Seniors, 22% Juniors, 13% Sophomores, 11% Freshman, 17% unknown)
- Ethnicity (4% African American, 16% Asian, 56% Hispanic, 16% White, 7% other)
- 16% (529 appointments conducted in the college academic advising centers)
- 5% (154 appointments conducted as evening hours in library)

Career Development Workshops

- 50 career development/readiness workshops presented
- 986 students attended
- 30% of workshops were presented using ZOOM (virtual, anyplace)
- 9/50 workshops had employer or alum guest speakers

Developed Three Professional Development Certificates

- Professional Development Certificate 80 students completed
- Financial Literacy 27 students completed
- Career Readiness 63 students completed

Classroom and student club/organization presentations

- Career development presentations/workshops given in 175 courses/club meetings to over 5100 students under a “don’t cancel class” campaign to faculty

Integrated Technology into career development process to provide virtual learning

- *Career Spots Videos* (on demand 24/7, short 3-5 min career development videos) with 3167 student views (2494 on job search strategies, 308 internships and 365 on careers)
- *Big Interview* (video recorded mock interviewing for students, 322 users for the academic year)
- *Kuder Journey (Career Assessment)* 5586 total logins (1919 new users and 2035 returning users)

Contributed to Student Success

Coordinated one stop shop On Campus Employment for student assistant positions

- 135 postings on HireFresnoState
- 424 hires as the result of the postings
- 4200+ views by students on HireFresnoState for student assistant positions
- 2050 students applied for positions

Created a Fueling Station to address food insecurity on campus

- 1305 snacks consumed
- 260 coffee pods consumed

Grew the Fresno State Clothing Closet

- 886 students provided with professional clothing
- Ethnicity: 7% African American, 1% American Indian, 20% Asian, 51% Hispanic, 15% white
- Added casual clothing give away through Spring Cleaning Event, March 2017 200 students attended
- Created awareness through Dress4Success, 100 students, 7 employer/vendors
- 1500 students served, 250 donors, 125 volunteers since inception of the Closet on April 1, 2016

Secured grants to fund student success initiatives

- \$17,000 awarded (CSU Entertainment Alliance, Target, Enterprise, ASI)
- Funds used for Clothing Closet, Dining Success Luncheon, Professional Development Certificate, World Expo Tour for Tulare Ag Show

Connected students to employers, industry and job opportunities

Adopted and launched new campus wide Career Management System... HireFresnoState

- 9300 student profiles created
- 76,000 student logins
- 2912 employer generated postings
 - Full Time Entry Level - 1197
 - Full Time Experienced - 1145
 - Part Time - 839
 - Internships (academic credit, unpaid) – 98
 - Internships (career related, paid)-389

Conducted five industry cluster and one campus wide Internship & Career Fair

- 457 Employers
- 2400 Students

Coordinated On Campus Employer Interviews

- Fall 2016: 14 employers conducted interviews
- Spring 2017: 17 employers conducted interviews

Coordinated Industry Cluster Company Tours with faculty

- Frito Lay (Modesto and Shafter), Pom Almonds & Pistachios (Lost Hills), Community Medical, Pepsi, NASA, Target Distribution, National Securities Labs, Nestles (Bakersfield), World Ag Expo (Tulare)

Coordinated Employer Information Sessions presented to students

- E & J Gallo Winery, Google, Peace Corp, US Coast Guard, FBI, Chevron, Penske
- Approximately 200 students in total attended

Collaborated with others on campus for Student Success

Collaboration with Student Affairs

- Created first “fueling station” on campus in collaboration with campus Cupboard to continue to address food insecurity on campus
- Added EOP and Dream Center to Career Council
- Planning joint retreat on career and academic advising with UAC, May 2017
- Created unique industry specific career events for academic colleges (networking events, guest speakers, industry panels, company tours)
- Participated in Welcome Black and Harambee with CCGC
- Renaissance Scholars Mentor (Stephen)
- Attended Diversity Symposium in Tech Industry with Deans of LCOE, San Jose, December 2016 (Debbie)

Collaboration with Academic Affairs

- One member of each advising center or Associate Dean is on the CDC Career Council
- Collaborated with student clubs and organizations in COSS to coordinate Criminology Job Fair and Crim talks
- Integrated Service Learning course work in Management, Marketing, Psychology and Fashion Merchandising into daily operations and special events for the Clothing Closet
- Coordinated company tours with faculty from engineering, business and health care
- Created an appreciation breakfast and shared recruitment and job trends with Academic Advising Centers, Fall 2016
- Presented at CEIA National Conference with JCAST and CSB
- Presented at CA Collaborative and Advising Conference with CHHS
- Selected and will implement first campus wide graduating senior outcomes survey in summer 2017 (collaboration with OIE, Graduate Studies, Alumni Association, Campus Wide Assessment Committee and CSB, all entities will share cost to use outside vendor with national benchmarking)

Collaboration with Development/Advancement/Alumni Association

- Coordinated workshops and career events with Alumni Association to include Alums as speakers and to participate in career related events
- Coordinated Clothing Closet donation process with Development
- Creation of a new after college career readiness series in June 2017 *Career Hacks for New College Grads* (15 workshops, 3 alumni panels and 1 networking reception)

CDC Committee Participation

- Campus Advisory Network (Career Counselors)
- IPass Committee (Debbie)
- Student Success Executive Committee (Debbie)
- Student Success, DOSAEM (Debbie)
- Academic Affairs Strategic Goal #1 (Debbie)
- Council for Academic Advising (Debbie)
- CAIFE High Impact Practices Project (Debbie)
- Internship Task Force (Debbie, Chair)
- Outcomes Survey Task Force (Debbie, Chair)
- Smittcamp House Expansion (Debbie)
- Student Assistant Success Task Force (Debbie & Sheila)
- DOSAEM Professional Development Committee (Adrian, Chair)
- Money Management Center Taskforce (Adrian, Chair)
- Academic Advising Subcommittee (Adrian)

- CHSU Scholarship Committee (Adrian)
- Faculty Learning Committee for Nvivo (Adrian)
- CHHS Graduate Culture Committee (Nora)
- CHHS Retention Advisory Committee (Nora)
- Fresno State Safe Zone, LGBTQ + Allies Network (Nora)
- Latino Education Summit Committee Member (Victor)
- Latino and Faculty Staff Association President (Victor)
- Chicano Latino Commencement Celebration Committee Member (Victor)
- Bienvenida Planning Committee (Victor)
- Cesar Chavez Planning Committee (Victor)
- Hispanic Business Student Association Advisor (Victor)
- Advocates for Students with Disabilities Advisor (Jody)

Search Committee Participation

- UAC Hybrid Counselor (Debbie & Jody)
- ASA Position (Mary)
- Director of Career Development Center (Stephen)
- Director of Financial Aid (Stephen)
- Program Coordinator for Student Involvement (Stephen)

Board Positions in the Community

- Maddy Institute Board Member (Debbie)
- NAMI Board Member (Victor)
- Fresno Area Hispanic Foundation (Victor)

Conference Presentations

- Cooperative Education and Internship Association (CEIA) National Conference in Denver, *Silo Busting: Building Collaborative Relationships on Campus*, April 2017 (Debbie)
- California Collaborative Advising and Counseling Conference with CHHS *Highway to Success: Creating a Cohesive Environment to Holistically Support Student Achievement*, December 2016 (Nora)
- National Career Development Association (NCDA) in Chicago, *Integrating Career and Professional Development: Related Assignment in Classroom Instruction*, July, 2016, Adrian & Jody
- CSU Job Developer's Symposium, *Career Development, The Force Awakens*, Cal Poly, SLO, August 2016 (Debbie, Victor and Stephen)

Major Challenges

Space

- Lack of adequate space for staff in advising roles (two are located inside the Clothing Closet)
- Lack of space for incoming Clothing Closet donations (currently using Debbie's office)
- No interviewing rooms (two available rooms were converted into staff offices)—have to schedule interviews in various locations on campus making it difficult to coordinate on days multiple employers are on campus
- Could provide more college/industry specific career advising and programming with one counselor assigned per college, currently 2 counselors handle 2 colleges each

Engaging Students in Career Development early in their college experience

- Continually looking for new ways to engage students in career readiness preparation and participation (recent Grad Fest survey shows 40% of our students are starting the career search process the semester they graduate or plan to start looking after they graduate)
- Need to integrate career planning/readiness into the curriculum possibly sophomore year

Major Programs and Events (List in Chronological Order)

	Event Name	Date of Event	Attendance	Description
	Veterans Dog Days	7/1/2016	16	CS Overview
	Dog Days	7/1/2016	96	CS Overview/ Information Table
	Undeclared Dog Days	7/1/2016	35	Major
	Dog Days - Transfer	7/12/2016	664	CS Overview
	Dog Days Fair	7/12/2016	259	CS Overview
	Dog Days Transfer	7/14/2016	748	CS Overview
	Dog Days	7/14/2016	199	Information Table
	Dog Days	7/19/2016	60	Information Table
	Dog Days Transfer	7/19/2016	714	CS Overview
	Dog Days HHS Transfer	7/21/2016	250	CS Overview
	Dog Days	7/21/2016	103	Information Table
	Dog Days Transfer	7/21/2016	692	CS Overview
	Dog Days	7/26/2016	154	Information Table
	Dog Days HHS Transfer	7/26/2016	160	CS Overview
	EOP Summer Bridge	7/27/2016	125	CS Overview
	African American Initiative (Harambee)	8/15/2016	38	CS Overview
	CSM First Year Experience	8/16/2016	68	Information Table
	Student Summit	8/16/2016	35	Resume
	Dog Days	8/31/2016	200	Information Table
	Volunteer Fair	8/31/2017	200	Information Table
	Welcome Black Reception	9/7/2106	35	Information Table
	University Courtyard Advising Night	9/13/2016	200	Information Table
	SAFARI	9/14/2016	292	Information Table
	LCOE Welcome Back BBQ	9/15/2016	40	CDC Tabling/Info
	LCOE VIP Mock Interviews	9/29 & 9/30/2016	48	Mock interview sessions with employers and CDC Counselors
	COSS Preparing for Careers in Law Enforcement	10/06/2016	100	Presentation on Careers
	Dress4Success	10/25/2016	100	Fashion Show, Dress Tips, Vendor Fair

	African American Sensitivity	10/27/2016	11	Resume
	CHHS Nursing Panel	10/31/2016	56	8 health care agencies presented to nursing class
	CSM Research and Internship Fair	11/2/2016	46	Information Table
	COSS: Preparing for Law Enforcement Careers	11/06/2016	136	Presentation
	COSS Crim Talk: Terrorism	11/30/2016	100	Presentation
	COSS Capital Fellows	11/30/2016	12	Presentation
	COSS LA PD Testing	12/03/2016	20	Coordinated by CDC
	University Outreach - High School Counselor	11/18/2016	76	CS Overview
	Dog Days Transfer	12/9/2106	500	CS Overview
	CHHS Public Health Fair	11/28/2016	95	Career Fair for Dietetics and Public Health Students
	COSS Crim Talk: Human Trafficking	2/15/2017	135	Presentation
	ISSP New Student Orientation	1/12/2017	44	Information Table
	Quad Ribbon Cutting	2/14/2017	10	Information Table
	COSS Crim Job Fair	2/17/2017	129	Industry Career Fair
	ISSP Campus Jobs	2/8/2017	11	Job Search
	Support Net Interns	2/21/2017	16	Mock Interview
	EOP	3/1/2017	16	CS Overview
	Major Exploration Fair	3/8/2017	70	Information Table
	LCOE VIP Spring Recruitment	3/09/2017	50	Tabling Event
	GradFest	3/21/2017	650	CS Overview & Grad Sr. Survey
	Preview Day	3/25/2017	550	Information Table
	LCOE VIP Mock Interviews	3/28 & 3/29/2017	50	Mock interviews with CDC Counselors and Employers
	Clothing Closet Spring Cleaning Event	3/29/2017	200	Casual clothing give away Coordinated with MGT 133 SL Students

	CHHS Nursing Panel	4/03/2017	55	Local health agencies discussed nursing recruitment
	CHHS Gerontology - What Gives Your Life Meaning Fair	4/5/2017	150	Information Table
	CSB Marketing Forum	4/07/2017	100	Employment Trends
	Earth Day/Clothing Sustainability with Earth Science Dept	4/19/2017	100	Created awareness of clothing closet and sustainability/recycling of clothing
	COSS Fresno PD Personnel Bureau	4/20/2017	20	Overview of how to apply to the police force
	CHHS iFuture Career Day	4/22/2017	50	Information Table
	CHHS: Grad Professional Development Workshop	5/02/2017	21	Professional Development Workshop for Grad Students in CHHS
	COSS Crim Talk: Gang Trends	5/04/2017	130	Presentation
	Total		3360	

Student/Staff Awards or Accolades

- NASPA Bronze Award for the Clothing Closet, Fall 2016
- Top five finalist for NACE *Choice Award* for Clothing Closet Sustainability Plan (winner will be announced June 5, 2017)
- Jody Burum, Career Counselor, Fresno State *Outstanding Advisor Award*, 2016-17

Feature Story

Recruit the 99 2017 was one of the largest career fairs conducted on the Fresno State campus. The event held at the Savemart Center featured 8 industry clusters identified as those industries that hire the most in the San Joaquin Region. The event was conducted in collaboration with UC Merced, University of the Pacific in Stockton and CSU Bakersfield in an effort to bring more awareness to recruitment in the central valley allowing employers to “recruit down the 99” at four schools in one week. Fifty-five percent of employers (n=131) said Fresno State students exceeded or greatly exceeded their organization’s performance expectations. They also stated 50% of Fresno State students were either better prepared or much better prepared compared to students at other institutions where they recruit. The event was a collaborative effort with all eight colleges participating including 125 volunteers from Student Affairs, Academic Affairs and the Alumni Association as well as student clubs and organizations. Over 1500 students and alums attended the event along with over 200 employers in attendance.

