



## **Career Development Center Year in Review 2017-18**

### **ACCOMPLISHMENTS**

#### **DEVELOPMENT AND GROWTH OF HIGH IMPACT PRACTICES**

##### **On campus student employment (OCE)**

- Integrated career readiness skills into position descriptions and conducted supervisor workshops on career readiness skills.
- Completed on-line training module for new student assistants in collaboration with Chancellor's Office using Skillsport
- Created and sent out surveys on career readiness skills development to students and supervisors
- 352 Jobs posted
- 262 jobs filled
- 3342 total applicants
- 50+ 1:1 meetings with campus departments and students (training, resume reviews)
- 45 attended a career readiness workshop (supervisors)
- 67% of new student assistants finished on boarding training (938/1403)

##### **Money Management Center**

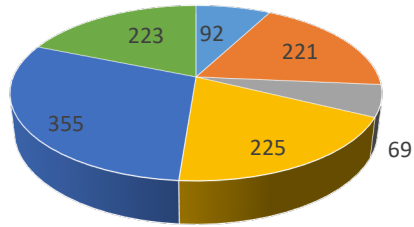
- Hired coordinator in October 2017
- Ribbon Cutting held on April 4, 2018 with 160+ guests
- \$50,000 grant from Wells Fargo
- \$90,000 student success initiative

## Money Management check-ins at events & workshops

Appointment reasons	Count of Appointment reasons	
MMC Budgeting (coaching)	7	<1%
MMC Budgeting WS	327	28%
MMC Debt Management (coaching)	4	<1%
MMC Debt Management WS	77	6%
MMC Event	146	12%
MMC General Fin Lit (coaching)	1	<1%
MMC General Fin Lit WS	244	21%
MMC Savings WS	276	23%
MMC Tax Prep WS	103	9%
<b>Grand Total</b>	<b>1185</b>	

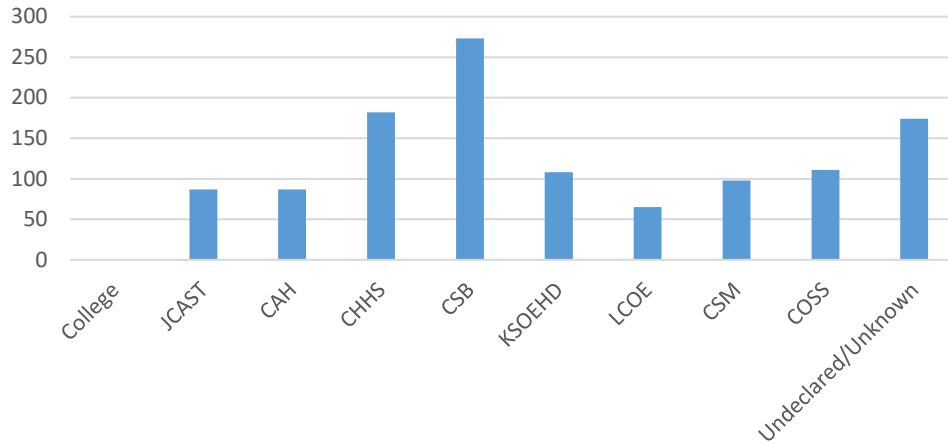
Ethnicity	Number of Students	Percentage	Fall 17 campus %	Difference
	3	0.25%	4.90%	
AMIND	6	0.51%	0.40%	0.11%
ASIAN	180	15.19%	13.50%	1.69%
BLACK	57	4.81%	0.40%	4.41%
HISPANIC	779	65.74%	49.30%	16.44%
PACIF	3	0.25%	0.20%	0.05%
TWOMORE	28	2.36%	2.80%	-0.44%
UNKNOWN	21	1.77%	4.90%	-3.13%
WHITE	108	9.11%	19.60%	-10.49%
Grand Total	1185	0.00%	n/a	
		100%		

### Money Management Check ins by Class Standing



■ Freshman ■ Graduate ■ Junior ■ Senior ■ Sophomore

### Money Management check-ins by College



### Coaching & Presentations

	#Students
MMC Budgeting (coaching)	72
MMC Debt Management (coaching)	3
MMC General Fin Lit (coaching)	25
MMC Presentation (course)	404
MMC Savings (coaching)	5
<b>Grand Total</b>	<b>509</b>

<i>Class Standing</i>	
Unknown	5
Freshman	172
Graduate	5
Junior	89
Senior	139
Sophomore	99
<b>Grand Total</b>	<b>509</b>

<i>Ethnicity</i>	Budgeting	Debt Management	Gen. Fin Literacy	Course Presentation	Savings	Grand Total
AMIND	1		2	1		4
ASIAN	2		1	68	1	72
BLACK	6		1	15		22
HISPANIC	40	3	15	199	3	260
PACIF				1		1
TWOMORE	6		3	16		25
UNKNOWN				12		12
WHITE	17		3	92	1	113
<b>Grand Total</b>	<b>72</b>	<b>3</b>	<b>25</b>	<b>404</b>	<b>5</b>	<b>509</b>

### **Campus Wide Internship Coordination**

Experiential Learning Agreements - 345 valid agreements in place

Year Agreement Initiated/Number of Agreements

- 2013-2014 - 13
- 2014-2015 - 34
- 2015-2016 - 53
- 2016-2017 - 40
- 2017-2018 – 205

Number of Agreements Completed since 10/16/17 (My start date) - 89

Number of Agreements in 2017-2018 Initiated by the University Internship Coordinator

- 81 Completed Agreements (39% of all agreements for the academic year)
- 105 Pending Agreements

Total Number of students enrolled in Academic Internship Courses

- 2014-2015 - 1819
- 2015-2016 - 1709
- 2016-2017 - 1793
- 2017-2018 - 1893

**INCREASED STUDENT ENGAGEMENT IN CAREER PLANNING & DEVELOPMENT**

**Career Counseling Appointments**

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-2018
Number Counselors	9	9	6		10	12
Students	1072	1641	2994	3347	3227	3921**

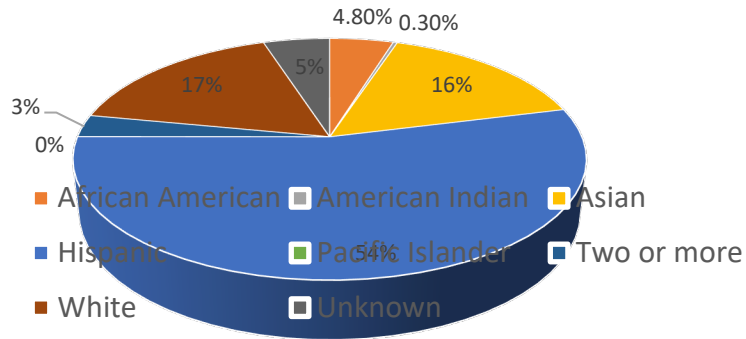
\*\*100% of students were very or somewhat likely to refer other students to the CDC

\*\*22% of counseling appointments were with a career coach

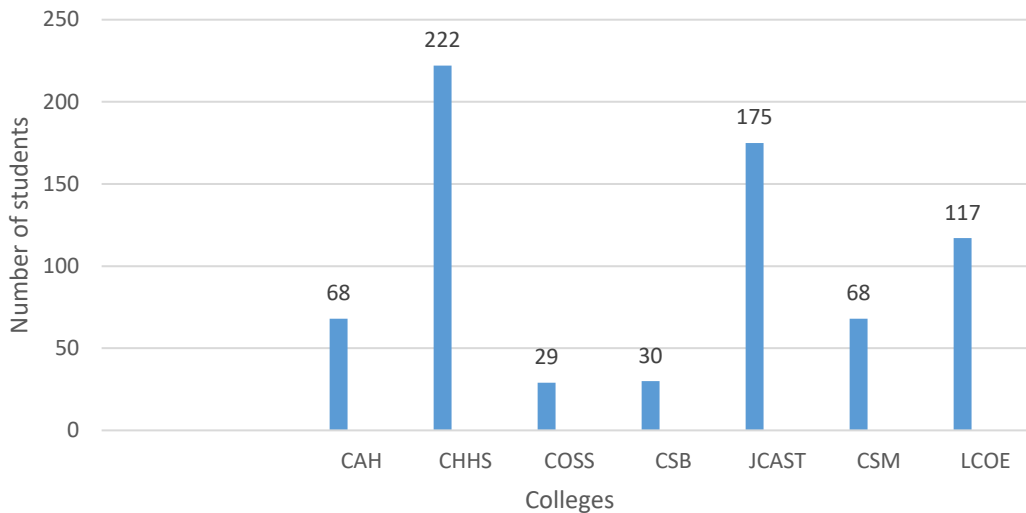
**Top Reported Reasons for Counseling/Advising**

Job Readiness	1341	34%
Career Advising	753	19%
Career Planning	592	16%
CDC Certificate	332	8%
CDC Evening Hours	192	5%
CDC Job Search Assistance	170	4%
Other	541	13%

### Ethnicity of Counseling Appointments



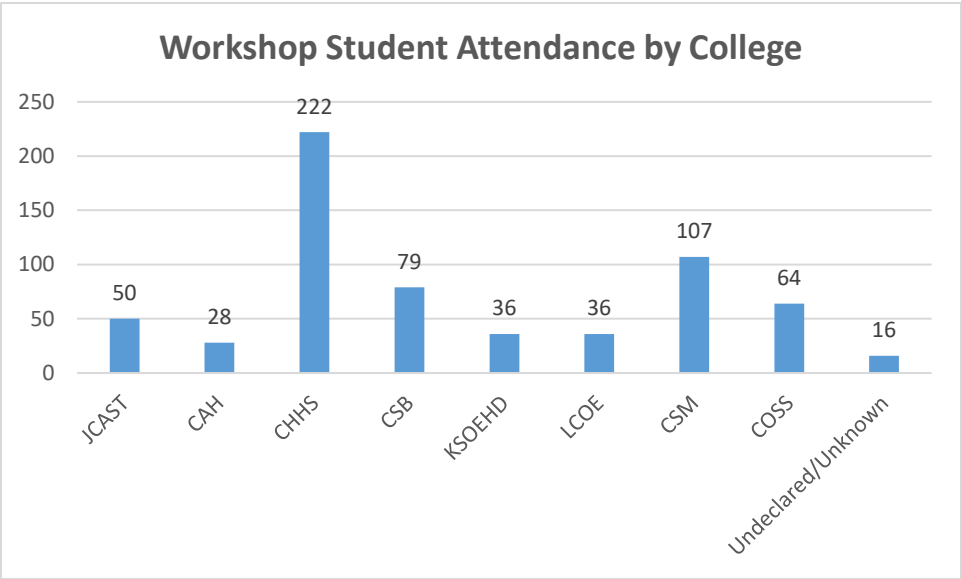
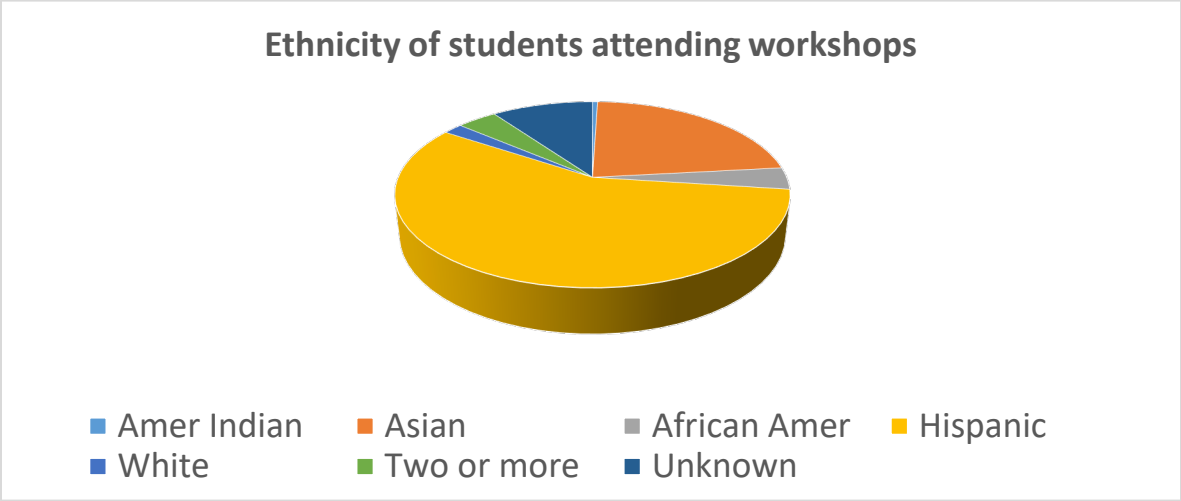
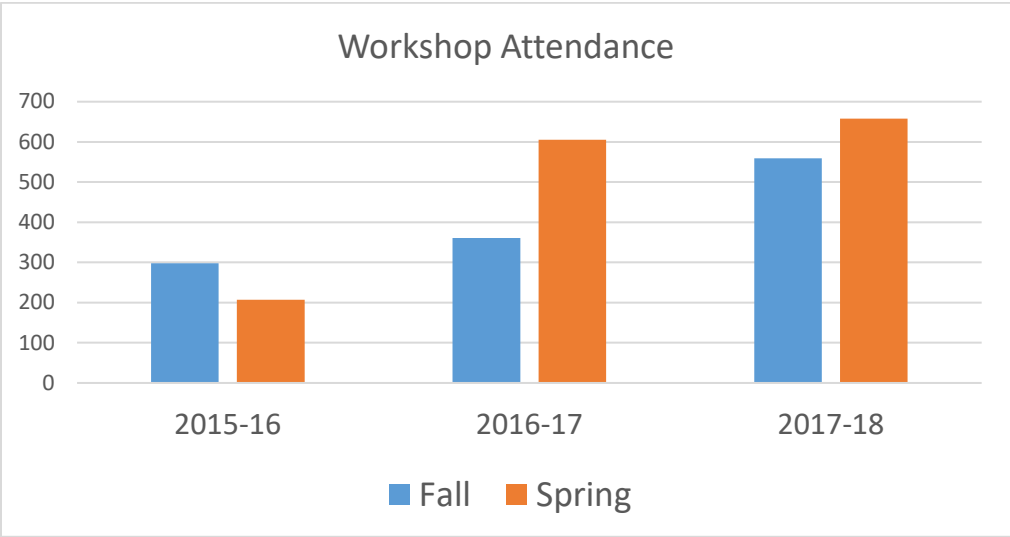
### Counseling appointments in the Colleges



### Career Development Workshops

	2015-16	2016-17	2017-18
Student attendance	505	986	1217
Number of workshops	63	50	46

- 97.3% of students were moderately or very satisfied with the workshop
- 98.1% of students rated the workshop content as good or excellent

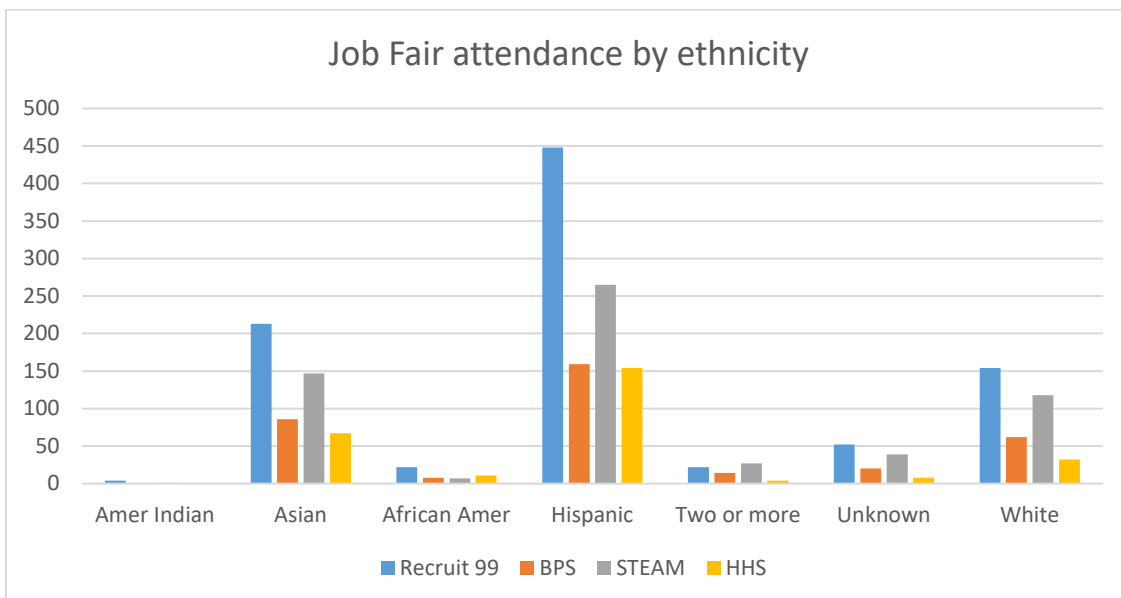
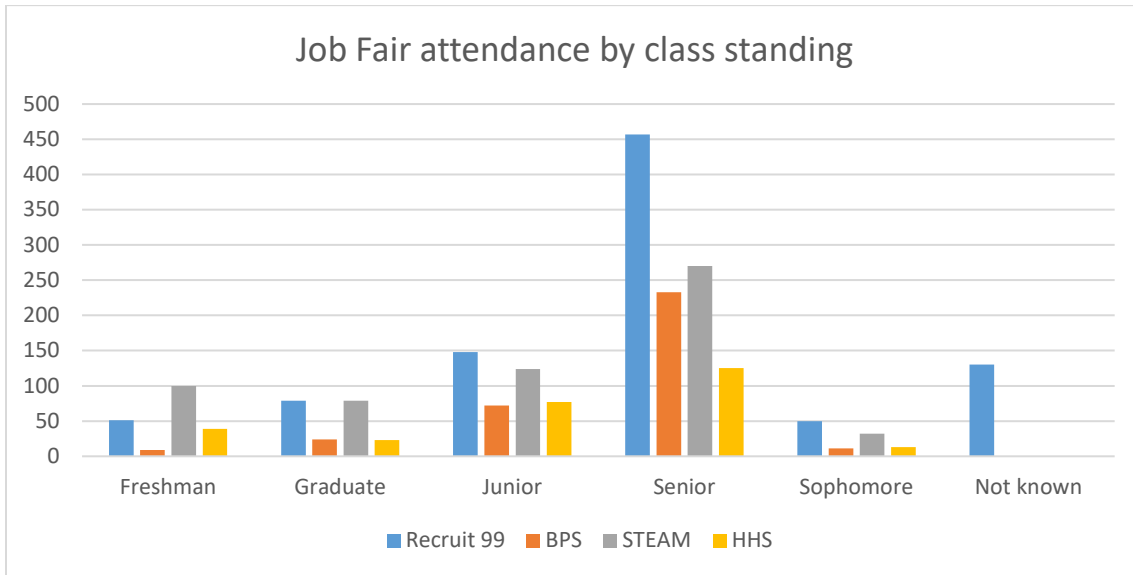


### Classroom Presentations

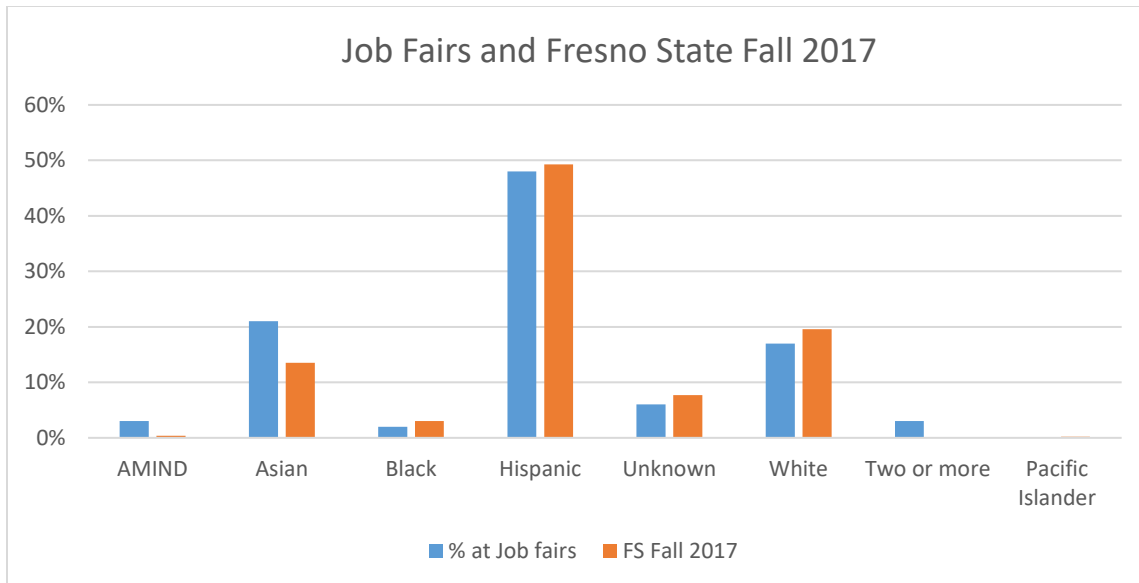
	2015-16	2016-17	2017-18
Classroom Presentations		5100	8008

### Job Fairs

	2014-15	2015-16	2016-17	2017-18
Students	1666	1810	2407	2544







### Career Assessments

	Kuder Journey New Users	Kuder Journey Logins	Focus 2 New Users	Focus 2 Logins	Total Logins for the year
2016-17	1919	5586			5586
2017-18	1634	4787	1885	5791	10,578

Note: EOP, Veterans, UAC and classroom assignments were widely used in fall 2017. When Kuder was no longer available, student were referred to Focus 2.

### Focus 2 (Annual cost = \$1914)

<b>Number of unduplicated users</b>	1885
<b>Demographics:</b>	
Graduating 2017	51
Graduating 2018	154
Graduating 2019	260
Graduating 2020	434
Graduating 2021	848
Graduating 2022	83
Graduating 2023	21
Alumni	16
Faculty	9
Staff	9

<b>Top Reason:</b>	
Choosing a Major	374
Class Assignment	924
EOP	163
EOP - Dreamers	12
Exploring Majors/Careers	264
Job Search Prep	46
Other	81
Grad School Planning	18
Veteran Services	3
<b>Colleges:</b>	
College of Arts and Humanities	90
College of Health and Human Services	228
College of Science and Mathematics	395
College of Social Sciences	164
Craig School of Business	301
Jordan College of Agricultural Sciences and Techno	70
Kremen School of Education and Human Development	225
Lyles College of Engineering	37
Other	19
Undeclared/Changing Major	356

**Big Interview (Annual Cost = \$2388)**

- 213 students (322 previous year)

**Career Spots (Annual Cost = \$2800)**

- 3289 Views in 17-18
- Career Ready videos: 921 (557 career management)
- Job search: 1623(elevator pitch & career fair success)
- Internships: 419
- Occupational (326)
- 2894 views in 16-17
- 1213 views in 15-16

## Professional Development Certificate Program

	Enrolled	Completion	Success Rate%
<b>Professional Development</b>			
Fall 2017	131	33	25%
Spring 2018	111	34	31%
<b>Career Readiness</b>			
Fall 2017	45	21	47%
Spring 2018	82	34	41%
<b>Transfer</b>			
Spring 2018	11	6	55%
<b>Program Totals</b>	<b>380</b>	<b>128</b>	<b>40%</b>

<b>Ethnicity in Prof Dev Programs</b>		
African American	11	5%
Asian	34	16%
Hispanic	137	65%
Two or More	3	1%
Unknown	6	3%
White	20	9%
	211	100%

## Student Engagement in the CDC Office

Office Walk Ins	Fall 2017	Spring 2018
Clothing Closet	650	724
Appointments	247	423
Walk-Ins	157	227
Volunteers	95	49
Computer Lab	20	7
Money MGT	1	17
Stu Employment	6	2
Misc.	206	
Total	1382	1449

**HireFresnoState Reported Data May 1, 2017 to April 30, 2018**

Jobs posted	5371 jobs posted on HireFresnoState
Highest views	Over 90% of highest viewed positions are on-campus positions
On-line applicants	6139 students/alumni directly applied for jobs through HireFresnoState
Student logins	12574 unique logins
Total logins	114970 (Students only)
Total Resumes in HireFresnoState	7,016 Total resumes on HireFresnoState
Jobs	
Internships Paid	380 (Does not include WayUp) 1430 (Includes WayUp)
CSSP	18 total postings
Internships Academic Credit	91 total postings
FT Entry Level	1198 (FT-EL Only) 1903 (FT-EL w/ other options)
FT Experience	1088 (FT-Ex Only) 1120 (FT-Ex w/ other options)
Part-time	350 (PT Only) 670 (PT w/ other options)

**PROVIDED BASIC NEEDS FOR STUDENT SUCCESS****Clothing Closet (opened April 1, 2016)**

	Spring 16	2016-17	2017-18
Number of Students	328	945	993*
African American		7%	5%
American Indian		1%	1%
Asian		20%	18%
Hispanic		51%	51%
Pacific Islander			<1%
White		15%	19%
Other			5%

\*Includes 705 clothing closet, 128 coat give away and 160 spring cleaning give away

- Since opening 2266 students have received clothing
- 99% of students agree or strong agreed they would refer a friend to visit the Clothing Closet
- 42% referred by faculty/staff
- 32% referred by a friend
- \$3000 Target grant

*Fueling Station (started Sept 2016)*

- 4945 items of food (1305 previous year)
- 1457 beverages (260 previous year)

## ENGAGED EMPLOYERS ON OUR CAMPUS

- 828 engagements total (job fairs, networking events, interviews, etc.) (816 previous year)
- 77% of all engagements were CDC sponsored/coordinated
- 506 unique companies were on campus (496 previous year)
- Tripled corporate sponsorships to \$48,000 (\$15K in 2016-17 and \$17K in 2015-16)

<b>Historical Job Fair Attendance</b>								
	<b>Total Students</b>			<b>Total Employers</b>				
<b>Year</b>	<b>Fall</b>	<b>Spring</b>	<b>Total</b>	<b>Fall</b>	<b>Spring</b>	<b>Total</b>		
<b>2017-18</b>	1329	1215	<b>2544</b>	205	209	<b>414</b>		
<b>2016-17</b>	906	1501	<b>2407</b>	167	190	<b>357</b>		
<b>2015-16</b>	908	902	<b>1810</b>	177	190	<b>367</b>		
<b>2014-15</b>	758	908	<b>1666</b>	109	110	<b>219</b>		
<b>Student Attendance by Fair</b>								
	<b>Fall 2010</b>	<b>Fall 2011</b>	<b>Fall 2012</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>	<b>Fall 2017</b>
<b>Bus/Prof Services</b>	363	420	225	297	303	303	280	388
<b>Engineering/Science</b>	469	315	383	407	491	491	311	
<b>Ag &amp; Food</b>							285	
<b>STEAM</b>								638
<b>Health and Human Services</b>								303
<b>Total</b>	<b>822</b>	<b>735</b>	<b>608</b>	<b>704</b>	<b>794</b>	<b>794</b>	<b>876</b>	<b>1329</b>

**2018 Sponsorships (15K in 2017, 17K in 2016)**

<b>Events &amp; Sponsors</b>	<b>Sponsorship Amount</b>
<b>STEAM Fair (4)</b>	
Zenith Insurance	\$ 3,500.00
Moore Twining Associates, Inc	\$ 3,500.00
Foster Farms	\$ 3,500.00
The Fresno Bee	\$ 1,000.00
<b>Healthcare Fair (0)</b>	
N/A	
<b>Professional &amp; Business Services Fair (1)</b>	
Pilot Flying J	\$ 1,000.00
<b>Recruit the 99 (10)</b>	
Clinica Sierra Vista	\$ 1,750.00
Zenith Insurance	\$ 3,500.00
U.S. Coast Guard	\$ 1,750.00
Wonderful Pistachios & Almonds	\$ 1,950.00
Howe Electric Construction, Inc.	\$ 1,775.00
Creative Financial Staffing	\$ 1,000.00
ALDI Inc.	\$ 1,000.00
Ruiz Foods	\$ 1,000.00
Browning Contractors Inc.	\$ 1,750.00
County of Fresno	\$ 1,050.00
<b>Dining Etiquette (5)</b>	
CED	\$ 300.00
Lyons Magnus	\$ 300.00
Famous Software	\$ 300.00
Zenith Insurance	\$ 300.00
H&R Block	\$ 300.00
<b>Career Planning Handbook (18)</b>	
Crop Production Services	\$ 750.00
Fresno Housing Authority	\$ 1,800.00
Kremen School	\$ 750.00
Delaware North (Tanaya Lodge)	\$ 500.00
Adventist Health	\$ 500.00
County of Tulare	\$ 500.00
Vino Farms	\$ 1,800.00
United Health Centers	\$ 500.00
Kaiser Permanente	\$ 450.00
Aspiranet	\$ 1,850.00
Division of Graduate Studies	\$ 675.00
Madera County	\$ 500.00
University of California Ag & Natural Resources	\$ 750.00

Woodlake Unified School District	\$	750.00
Kubota Tractor	\$	750.00
PepsiCo	\$	500.00
Certified Meat Products	\$	750.00
Fox Interpreting	\$	500.00
<b>Meet the Professionals - 2017 (3)</b>		
County of Fresno Probation	\$	500.00
De Young Properties	\$	500.00
Zenith Insurance	\$	500.00
<b>Meet the Professionals - 2018 (8)</b>		
Altever Power	\$	250.00
BW Integrated Systems	\$	250.00
Clark Bros.	\$	500.00
Famous Software	\$	250.00
Hogan Land Services	\$	250.00
Mt. Cross Ministries	\$	250.00
Target Stores	\$	250.00
Quiedan Company	\$	250.00
<b>TOTALS</b>	<b>\$</b>	<b>48,850.00</b>

**Most Engaged Employers** (an engagement is defined as any visit an employer made on campus and met with students (job fairs, networking events, interviews, workshops, etc.

<b>2017-18</b>	<b># engagements</b>	<b>2016-17</b>	<b># engagements</b>
Bee Sweet Citrus	5	Zenith	5
Cal Daries	5	Bee Sweet	5
Navair	5	Cal Dairies	5
Olam	5	Cargil	5
Cargil	5	Clinica Sierra Vista	5
E & J Gallo Winery	6	Del Monte	5
Famous Software	6	Electric Motor	5
Lepring Foods	6	Epic Insurance	5
New York Life	6	Famous	5
Fresno P.D.	6	FUSD	5
CED	7	Gallo Sales	5
County of Fresno	7	M Green & Co	5
E & J Gallo Winery	7	Peace Corp	5
Foster Farms	7	CMRC	6
Lyons Magnus	8	Fresno PD	6
Zenith Insurance	8	Kohls	6
PepsiCo	10	NYL	6
Wonderful	10	Olam	6
PepsiCo	11	CED	7
USDA	11	E & J Gallo	7
		Frito Lay	7
		Target	8
		Foster Farms	9
		USDA	10
		Pepsi	11

**Meet the Professionals 2018**

Students: 116 (78 in 2017)

Employers 59 (40 in 2017)



## On Campus Interviews

	Fall 17	Spring18
Scheduled OCIs	16	22
Cancelled OCIs	12	1
Student Candidates	112	134
Student No Shows	5	17
Students moved forward	34	61

## Career Readiness Attributes

*0 = Unsatisfactory 1 = improvement needed*

*2 = met expectations 3 = exceeded expectations*

Resumes	2.13
Professional Dress	2.25
Knowledge of Company	2.21
Critical Thinking	2.17
Oral	2.17
Teamwork	2.21
Leadership	2.67
Professionalism	2.67
Career Management	2.26
Willing to relocate	2.24

## Majors Interviewed

Agriculture related majors	31
Ag Business	15
Business	102
MBA	7
Engineering	25
IT	5
Kinesiology	3
Economics	6
Criminology	1
Psychology	2
Health Science	3
Construction Management	3
Fashion Merchandising	2
Communications	1
Computer Science	2
Masters Education	1
MCJ	2

## MARKETING OUR PROGRAMS/SERVICES TO STUDENTS

### INSTAGRAM

9/17-4/18	# posts	Likes	# posts	Likes	Views per post
	Pics	Pics	videos	videos	Videos
Sep	11	202	2	37	285
Oct	29	477	9	214	1601
Nov	17	283	3	47	285
Dec	7	178	2	60	483
Jan	16	310	0	0	0
Feb	15	320	0	0	0
March	12	198	2	87	513
April	11	258	0	0	0
<b>TOTALS</b>	<b>118</b>	<b>2226</b>	<b>18</b>	<b>445</b>	<b>3167</b>

### Twitter

9/17-4/18	Total	Profile	New		
	# of posts	Impressions	Visits	Mentions	Followers
Sep	38	83,600	1510	34	27
Oct	76	85,600	1359	46	23
Nov	41	71,700	745	54	18
Dec	13	17,800	348	22	4
Jan	33	63,200	892	31	14
Feb	84	116,000	1392	55	13
March	61	86,600	1882	46	9
April	51	85,300	1535	38	14
<b>TOTALS</b>	<b>397</b>	<b>609800</b>	<b>9663</b>	<b>326</b>	<b>122</b>

### FACEBOOK

9/17-4/18	Total	Total		
	# of posts	Reached	Impressions	Engaged
Sep	46	8,264	12266	262
Oct	46	7,933	13753	230
Nov	36	9,353	15530	169
Dec	12	1,518	2376	73
Jan	22	3,121	4941	146
Feb	37	4,477	7395	194
March	37	4,776	6713	196
April	38	8,087	12472	564
<b>TOTALS</b>	<b>274</b>	<b>47529</b>	<b>75446</b>	<b>1834</b>

