1. Program Overview

Review Title: Career Development & Transfer Center Spring 2016

Review Type: Student Services Program

Service Area: Career Development and Transfer Center

External Regulations: Not External

Departments (Disciplines):

Mission of the Program:

The Center consists of three distinct programs: Career Development, Transfer and Job Placement. For each function, the primary mission is to provide accurate, up-to-date information and resources to assist students in making effective and informed decisions. We provide students with resources and assistance with career exploration, seamless transfers to 4-year institutions and knowledge of current job hunting techniques.

In pursuing the mission of the college, we strive to empower students to become productive members of the community by building their self-confidence through learning in and outside of the classroom. This is achieved by promoting self-awareness, educational and professional pathways, enrichment through community service, campus visits, transfer strategies, job skill development, employment and internship opportunities.

Overview of the Program:

Career development is critical in determining appropriate pathways for decided and undecided students. The vast majority of students come to MJC not knowing what they want to do. CD&TC staff provide students with opportunities for self-awareness, career exploration, and guidance to meet the workforce needs of our regional community.

Assistance is provided to help students gain self-awareness and assessment through activities and workshops. The center provides students access to free career assessments such as Eureka and Career Cafe. The Strong Interest Inventory and MBTI are also available to students for a nominal fee. These assessments are required for all students enrolled in Guidance 111 and are administered and scored by the specialists in the CD&TC and interpreted by Counselors.

The center coordinated the 31st Annual Hispanic Education Conference. The Conference targets local Hispanic youth to encourage them to pursue a college education after completing high school. This conference provides local youth with opportunities for career exploration, motivation for higher education and serves as a major recruitment tool for MJC. The conference typically attracts between 700 and 1200 students annually. Forty-four workshops were presented by local community professionals sharing their expertise in various fields.

Job Placement provides bi-annual job fairs and referrals to community employment opportunities as well as internship leads. Through Job Placement, students receive leads to current job openings which are flexible with students’ schedules. Job hunting tips and techniques, workshops and other resources such as books and software programs are provided to students and community members. Students and graduates are able to practice interviewing skills to be better prepared for a real-life interview and to help minimize stress and build confidence using the custom on-line Interview Wizard call
Perfect interview.

The Center provides information on transfer to 4-year universities through in-house counseling appointments and walk-ins, on-campus appointments with college representatives, transfer-related workshops, catalogs, field trips, online chat sessions, Transfer Admission Guarantees (TAG’s), online resources, admission application assistance and assistance with all transfer-related questions. The Center also hosts the annual Transfer Day/College Night event where MJC students and local High School students can meet with over 60 representatives from 4 year campuses. The CD&TC serves as the liaison between 4-year universities and MJC. It is also the official repository of transfer information which can be accessed by students, staff and faculty. It is extremely important to maintain and increase relationships with representatives from 4-year campuses in order to provide better transfer opportunities to the MJC student population. At the end of the year, the center also hosts a Transfer Reception in spring for students transferring to 4-year universities the following fall.

The major functions of the CD&TC include but are not limited to building bridges and partnerships with local businesses, employers, community leaders as well as four-year university personnel.

On-going class presentations/orientations are regularly provided in partnership with faculty and staff in an effort to inform students about the various services provided through the CD&TC.

All three areas are accessible to students via Facebook, email, text notifications, webpages and other digital media.

Program Activities and Accomplishments:

During the past academic year the Career Development & Transfer Center continued to provide high quality, valuable services with very limited faculty and staff.

During the 2014-15 academic year, the following services/activities were provided:

Online and in-house use of EUREKA Career Program, Strong Interest Inventory, Myers Briggs, True Colors, California Career Cafe, Career resources, Career workshops and presentations.

Resume and Interviewing Workshops, one-on-one resume assistance, job referrals, Bi-annual Job Fairs, review of job applications, on-site job interviews, on-site hires.

Continue to use the advanced online Job Placement Application Program which provides students and graduates with improved job search capabilities. Over 1,500 students and graduates registered with the Job Placement Program.

The Job Placement Program implemented the online Perfect Interview program. Training on utilization of the program was provided to faculty, students and staff.

One-on-one counseling appointments and walk-ins with MJC Counselor and Four-year university representatives

Campus Tours of Four-year universities. The following workshops were presented by Counselor: UC/CSU TAG, Pathways to Transfer Success, Transfer Strategies for the UC, Transfer Strategies for the CSU, UC/CSU Personal Statement and Application Workshops. Preparation and Review of ALL TAG’s were conducted by CD&TC Counselor and all paperwork was processed by CD&TC Specialist.

Nationwide catalog check outs, assistance with applications to the UC and CSU through the TAG process. (Transfer Admission Guarantee).

TAG’s are available for 6 of the UC’s and CSU Stanislaus as well as with UOP and Biola University.

Hosted Annual Transfer Day/College night event which brings to our campus University representatives from throughout the state as well as out of state and attracts hundreds of college and high school student participants and their parents.

Hosted 15th Annual Transfer Reception in recognition of student transfers. Coordinated the 31st Annual Hispanic Education Conference.

Provided university chat sessions with Fresno State.

Counselor provided student advising through various social media such as Facebook, email, etc.

Provided marketing through webpages, campus fliers, e-mails, facebook an in class presentations and texts in an effort to keep up with tech-savvy students to inform them of ongoing CD&TC activities.

Developed QR Codes as marketing strategy for all of our printed and digital material.

(A QR code allows students/community members to scan any of our marketing materials by using their smart phone. The QR directs the user to specific information related to the Career Development & Transfer Center.

2. Response to Prior Year

Previous Program Review Commendations:
From Manager:

From AIE Program Review Workgroup:

From Outcomes Assessment Workgroup (OAW):

Previous Program review Recommendations:

From Manager:

From AIE Program Review Workgroup:

From Outcomes Assessment Workgroup (OAW):

Describe how your program has responded to these commendations and recommendations.

No Response

In a previous year, the college funded the Resource Requests listed below. You provided a proposed measure of effectiveness at that time. Please "close the loop" by analyzing the actual effectiveness of each item.

<table>
<thead>
<tr>
<th>Item Funded</th>
<th>Proposed Measure of Effectiveness</th>
<th>Analysis of Actual Effectiveness</th>
</tr>
</thead>
</table>

3. Program Personnel

Program Personnel:

No personnel currently associated with this review

Fulltime faculty retirements or other departures last review:

1

Adjunct Faculty Spring:

0

Adjunct Faculty Fall:

0

Anticipated Staffing Changes:

One of the two full-time classified program specialists in the Center left the position in January 2016. Her position was filled March 2016.

4. Student Learning Outcomes
Institutional Learning Outcomes (ILO) Assessment Executive Summary:

Students will be able to identify Career Development & Transfer Center resources. (SLO)

Program Learning Outcomes (PLO) Assessment Executive Summary:

Yes, overall results were satisfactory.

General Education Learning Outcomes (GELO) Assessment Executive Summary:

Has this program made adequate progress on assessing outcomes since the last program review? If not, provide a plan to meet the outcomes assessment expectations of the college:

5. Trend Analysis

Trend Analysis:

JOB PLACEMENT: A higher number of re-entry students have been coming in to research employment trends due to economic shifts/demands. As employment opportunities continue to grow, our job placement program has become even more critically important to students thereby creating a higher demand for services which assist students to prepare for the job market. These services include but are not limited to effective on-line job hunting techniques, resume and interviewing workshops and workshops on keeping and holding a job.

TRANSFER: As 4-year universities, UC's and CSU's continue to become more impacted more students are taking advantage of the transfer services provided through the Transfer Center such as College Application Workshops, Personal Statement and TAG workshops, Pathways to Transfer Success Workshops. Campus impaction has also increased the number of students needing assistance with complicated matters such as supplemental applications which create additional work for Transfer employees. Additionally we've had to become even more familiar with the ADT's and the manner in which they positively affect students to transfer to the CSU System.

The few Campus Tours to local universities we have been able to hold, have been running at full capacity with waiting lists of at least 20 students on all of the tours. Unfortunately, lack of appropriate funding as well as limited access to buses continues to adversely affect our ability to provide additional tours. Campus tours are very popular and the favorite activity of transfer students. Campus tours serve multiple purposes:
1. They provide students, especially underrepresented students, with an opportunity to visit campuses they never thought they never thought possible.
2. When students visit the campuses and they realize a transfer is actually possible, it motivates them to work harder toward their transfer goals.
3. They allow the students an opportunity to meet the Transfer Center staff and to build a relationship with them that can help them be more comfortable in ask for guidance and assistance which in turn provides them with additional support.
4. Since students receive transfer/advice information on the way to and from the campuses via a counselor they develop a better understanding of transfer requirements and processes.

University Campus Tours are one of the most popular services offered through our center. Unfortunately, limited resources and limited access to YCCD bus availability seriously restricts our ability to provide additional University Campus Tours. As the college continues to move toward student success this is one area that requires serious consideration.

CAREER CENTER: We continue to provide Career Exploration services to the hundreds of undecided students who are referred to us by the Counseling/Guidance Program. We typically go through at least 500 MBTI and Strong Interest Inventory Assessments. Students also regularly used the Eureka Career Information Program which is free for all students. Career Information Books are also readily available for student check out.

Although our student traffic is always high, it has continued to grow as more and more students are becoming aware of our current. Also, more and more students continue to be referred to us by faculty and Counseling faculty.
6. Long-range Planning

Provide any additional information that hasn't been addressed elsewhere in this program review, such as opportunities or threats to your program or an analysis of important subgroups of the population you serve.

The Career Development and Transfer Center strives to align with strategic plan goals 1, 6 and 9 through the provision of quality services relevant to student success. Threats to our center continue to be lack of funding for personnel. The lack of funding drastically impacts the number of students who can be served as well as the number of services that can be provided. Important subgroups who need more one-on-one attention are first-time college students, underrepresented students, undecided students, first generation, re-entry, veterans, foster youth, disabled, transfer students, and the unemployed.

Without the one-on-one assistance, many of the students will have a more difficult time navigating and succeeding in their quest to graduate, obtain employment, or transfer to a 4-year university. As universities continue to become more and more impacted students need additional support in responding to the demands of the 4-year institutions. Without sufficient personnel, outreach services to the above-mentioned students has continued to be curtailed.

As graduates complete their certificates and/or degrees, a Job Developer is essential to be able to bring additional employment opportunities to our center as well as to broaden our employer partnerships. Personal contact and follow up with Employers is critical to such partnerships.

Career workshops, guest speakers from diverse career backgrounds and other related activities have been limited due to staff shortage. The Career Information Position which was vacated over five years ago, has never been replaced. While we have been able to move into a new, larger location, the lack of privacy due to no ceiling in all of the different offices, workshop room and main presentation area severely limit the use of the entire facility as we had planned and used to operate in our previous location in the Library Annex. In our current location, the noise level escalates to the point no one can effectively perform their job if more than one of the rooms is being utilized. For example if a counselor is meeting with a student and an orientation is taking place in the main area, the counselor and student are distracted by the noise-level in the other room and all the students in the main room can hear the entire conversation of the counselor and student appointment. Add to the mix another university representative in the next office and an employer in the workshop room, it is unproductive, unmanageable, highly stressful and completely unprofessional. The lack of privacy with a student meeting with the counselor or the college representative is extremely unprofessional and unethical and in violation of FERPA Law.

We are still waiting for the signage to be put in place to help increase our visibility.

Taking into account the trends within this program and the college, describe what you realistically believe your program will look like in three to five years, including such things as staffing, facilities, enrollments, breadth and locations of offerings, etc.:

In the next three to five years we expect to continue to provide quality services to a growing number of students and expect to continue to expand our services as we strive to assist even more students. We plan to do this with the addition of personnel such as the hiring of two Administrative Assistants, a Career Specialist and a Job Developer.

In the next couple of years, we hope to have a ceiling installed throughout the Center. This will allow for maximum utilization of our larger location. We expect to have our signage put up to increase visibility. Through the student success initiative we will be providing additional educational planning workshops, degree audit workshops, more transfer success workshops, plus additional workshops and assessments for undecided students. We will continue to be the friendliest place on campus and all of our staff will continue to be friendly, helpful, and knowledgeable and will always be willing to put students first.

7. Resource Requests

Resource Requests:

<p>| Name | Resource Type | Sub type | Budget Object Code | Level | Est. Cost |</p>
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Personnel</th>
<th>Classified Staff</th>
<th>NonInstruc-Reg Classified</th>
<th>Mandated</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add ceiling to Counselor Office, Rep Office, Conference room &amp; Workroom</td>
<td>Facilities</td>
<td>Building Remodeling/Alteration</td>
<td>Mission Critical</td>
<td>$40,000.00</td>
<td>One-time</td>
</tr>
<tr>
<td>Change Current CD&amp;TC Program Specialist 11 month staff to 12 month</td>
<td>Personnel</td>
<td>Classified Staff</td>
<td>Instruc-Reg(classroom faculty)</td>
<td>Mission Critical</td>
<td>$10,500 Annual</td>
</tr>
<tr>
<td>Career Development &amp; Transfer Center Administrative Assistant</td>
<td>Personnel</td>
<td>Classified Staff</td>
<td>NonInstruc-Reg Classified</td>
<td>Mission Critical</td>
<td>$45,000 Annual</td>
</tr>
<tr>
<td>Student Workers Books/Software</td>
<td>Personnel</td>
<td>Classified Staff</td>
<td>Stu-NonInstruc-Hourly</td>
<td>Mission Critical</td>
<td>$5,000 Annual</td>
</tr>
<tr>
<td>10 new computers for the CD&amp;TC Lab</td>
<td>Technology-Software</td>
<td>Equipment&gt;=$5K</td>
<td>Mission Critical</td>
<td>$12,500.00 One-time</td>
<td></td>
</tr>
<tr>
<td>15 Laptops and cart Campus Tours</td>
<td>Technology-Software</td>
<td>Equipment&gt;=$5K</td>
<td>Mission Critical</td>
<td>$20,000 One-time</td>
<td></td>
</tr>
<tr>
<td>Travel and Hospitality Marketing Materials</td>
<td>Other</td>
<td>Miscellaneous</td>
<td>Travel</td>
<td>Essential</td>
<td>$5,000 Annual</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>Miscellaneous</td>
<td>Other</td>
<td>Essential</td>
<td>$5,000 One-time</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>Miscellaneous</td>
<td>Other</td>
<td>Desired</td>
<td>$5,000 One-time</td>
</tr>
</tbody>
</table>

### 8. Executive Summary

Provide an executive summary of the findings of this program review. Your audience will be your dean or manager and the Instruction Council (or any other appropriate campus governance body).

Transfer continues to be one of the core missions of the California Community College system. Though MJC has a variety of transfer-level courses and strong articulation agreements, the actual transfer process is still daunting for our students.

Transfer Center services help students navigate the complex transfer process. Requirements change rapidly and as more campuses continue to become impacted the application process becomes even more complex. Students, especially underrepresented students, need one on one assistance with the application and transfer process.

Students continue to ask for University campus tours which are currently limited and fill fast, typically with long wait lists of 20 plus students per tour.

It is imperative the Center be equipped with a ceiling which will allow for privacy for students in counseling and advising.
sessions as well as for maximum utilization of the entire area. Serious consideration should be made to ensure compliance with FERPA.

Career Development is another essential component of student success. One recommendation of the CCC Student Success Task Force calls for the development of core standards for career readiness for entering students. Students with clear career goals will select majors earlier and complete programs of study more expeditiously. The Career Development center will play a vital role in this outcome. The Center continues to offer career exploration avenues through but not limited to Eureka, Career Cafe, Reality Check, Jobs Made Real as well as books that students are allowed to check out.

The Job Placement Program continues to be an important component of the college and to student success. The program is open to serve the entire student population and program completers. The partnerships developed with our local employers continue to grow as internships and employment opportunities continue to be available for our students. Many employers prefer to post their job listings with our center before considering other employment sources. Students continue to use and need group instruction in creating/updating resumes and other job hunting resources. Students expand their network by the job referrals/leads provided. The Job Placement Program continues to be one of the services our students/graduates request as it helps them to further fund their education. The Center also assists students with job hunting techniques; Resume and Interviewing Workshops, one-on-one resume assistance, job referrals, Bi-annual Job Fairs, review of job applications, on-site job interviews, on-site hires. The Job Placement Program implemented the online Perfect Interview program, which students can use to practice their interview skills.

9. Managers Comments

Commendations:
Recommendations:

10. Instruction Council Comments

Commendations:
Recommendations:

11. Outcome Assessment Workgroup Comments

Commendations:
Recommendations: