



Request for 2020/202 Funding Services and Activities Fee Committee

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Career Development & Education

Create Date: 01/31/2020

Due Date: 02/07/2020

Submitter Name: Dawn Williams

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Department Head Approval:

Department Head: Amanda Figueroa

Requested Amount: **\$35,971**

Departmental Information

STUDENT UTILIZATION

With investments from the campus, external funders, STFC, and SAFC, student demand for Career Development & Education services has increased over last year. Students utilize services through in-person appointments, workshops, or through the job platform, Handshake. On average, students wait 2-3 weeks to meet with a professional career advisor. Students often cannot wait since they are preparing for an imminent internship or job opportunity. Having Career Prep Consultants (CPCs) available for drop-in appointments helps students access help more quickly. It is beneficial to have peer-to-peer opportunities for feedback as many students find it less intimidating. The job search process can be overwhelming and students struggle to effectively highlight their skills and experiences for employers. Handshake allows us to review application materials and we have found that approximately 3 out of 4 students need consultation to make their applications competitive. Demand for Career Development time has been greatly increased because of our commitment to provide feedback via Handshake within 2-3 business days.

Another benefit of the CPC role is to the students in that role. The professional skills they build and the connections they make with the community help enhance their capacity to navigate post-graduation opportunities.

The other benefit for students is in the work being done by our student Marketing Assistant. Many students are not aware of Career Development or the events/services offered. A student dedicated to marketing ensures that more students have access to these vital services.

CORE VALUES/MISSION ALIGNMENT

Students – Career Development provides guidance and expertise to all campus stakeholders in improving post-graduation success, and supporting access to internships (a high-impact practice). We also manage the job board where all campus jobs, internships, and jobs are posted for students and alumni.

- Success Indicator: Increase student awareness of and satisfaction with the availability and accessibility of UW Tacoma resources, support and infrastructure
- Success Indicator: Improve post-graduation success of our alumni, as measured by established indicators.

Communities – with the grant-funded Employer Relations Manager function, Career Development helps employers understand how to engage with UW Tacoma students and is increasing the number of paid internships available to students

- Success Indicator: Increase the number of community partnerships, including those that connect global and local communities
- Success Indicator: Increase the number of students graduating with high-impact community engagement and leadership experience such as internships

Equity – we are launching new partnerships with the Center for Equity and Inclusion to ensure we are developing resources and workshops that best serve the diverse identities held by UW Tacoma students. We are also actively pursuing partnerships with employers who have diversity and equity-focused internship and employment programs.

- Success Indicator: Improve the satisfaction of traditionally underrepresented students, especially racial/ ethnic minority students, with the UW Tacoma experience.
- Success Indicator: Reduce disparities in achievement, experience and opportunity across diverse groups of faculty, staff and students.
- Success Indicator: Increase opportunities for students to understand and embrace the assets of our diverse communities through local and global learning and engagement experiences

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

Our goal for our Career Prep Consultants is to increase student awareness and utilization of the drop-in services they provide, and to continue to provide feedback to documents submitted on Handshake in a timely way. As of today, we have maintained student drop-ins at the same level for the same time period as last year, while also adding in online resume and cover letter reviews via Handshake. Approximately 1700 documents have been reviewed by Career Development staff; a large number of which were reviewed by the Career Prep Consultants.

Additionally, we have continued the partnership we began last year with the TLC to offer CPC drop-ins in the TLC one day a week to broaden awareness of the service and to make it more accessible to students by bringing the service to a second campus location. If a student has an interview they need to prepare for, they likely won't have time to wait the 2 weeks it would take to get an appointment with one of our two full-time staff members who provide that kind of service, so having quick drop-in assistance available is essential.

Our Marketing Assistant has dramatically increased department and event visibility by growing our social media presence (increased Instagram followers by 24% during Fall quarter), creating professional event marketing materials and consistently tabling on campus to promote Career Development services and events.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Between July and January, Career Prep Consultants have completed 147 drop-in appointments (not including appointments in November as the data for that month was lost with a staff transition). This is on track with the number of appointments for the previous year. During this same time period, approximately 1700 resumes and cover letters that were uploaded onto Handshake were reviewed by Career Development staff; a large number of these documents being reviewed by the CPCs.

We don't currently have a way of tracking unduplicated drop-ins, but will be transitioning to a swipe system for 2020-21 so we can report these numbers.

COLLECTION OF FEEDBACK & IMPROVEMENTS

We use a combination of sign-in sheets and swipe cards to track student activity in our office and at our events. We regularly assess which groups of students (academic year, major) are engaging more frequently and increase outreach to programs that are not as represented. By tracking most utilized days and times for student drop-ins, we are able to have drop-in times available when students are most likely to seek out that service. Additionally, we will be using Handshake to track CPC drop-ins for the 2020-21 academic year which will allow us to capture more detailed demographics of who is utilizing our office, including being able to identify the number of unduplicated students which we currently are not able to track. Handshake will also allow us to obtain more immediate feedback on drop-in appointments.

SERVICE BENEFITS TO STUDENTS

Having Career Prep Consultants (CPCs) available for same day drop-in appointments helps students who have quick questions find immediate answers and support. And when students use the drop-in services for those quick questions, it frees up the longer appointments with professional staff for students needing more comprehensive assistance. Additionally, it has proven very beneficial to have peer-to-peer opportunities for getting feedback as many students find it less intimidating, especially for an initial visit to the Career Development office. Professional staff also often consult with CPCs when designing services and programs to ensure student voice and perspectives are part of the planning process.

Data from employers collected in Winter 2018 indicated that many UW Tacoma students struggle to effectively highlight their skills, strengths and experiences on their resumes, online profiles, and cover letters. We have found that on initial submission, approximately 3 out of 4 students need consultation to make their applications competitive. For example, many students that don't know how to structure their resumes to pass through the initial screen of an applicant tracking system, which immediately removes them from being considered for a position. Additionally, students are often working on short timelines to get feedback because they tend to apply for positions close to the application deadlines. Increasing the availability of CPCs to provide just-in-time quick consultations will help students be more competitive and successful in their internship and job searches, and will help ensure that students who are applying for positions close to a deadline will receive feedback on a timeline that allows them to make changes that will increase their chances of moving forward through employer screening processes.

An additional benefit of the CPC role is to the students who take on that position. Career staff invest 60-70 hours in training CPCs, and as they progress through their position, they take on projects that add to their professional portfolio of work. CPC alum have shared their experiences in their roles set them up for success after graduation.

Students who attend UW Tacoma are concerned about the return on investment they will get from devoting their time and money to obtaining a degree, and access to career preparation varies across academic programs. There is a high need for students to have access to the co-curricular career education services Career Development & Education provides, yet there is little student awareness about the services and programs offered. In a survey sent out by our student Marketing Assistant in the Fall, approximately 30% of students reported not knowing that the career center existed. And at the Fall Career Fairs, over half of the students who attended the fairs had not utilized Career Development services. The marketing efforts of the student position proposed here will ensure more students are aware of how to access our services, helping them to be competitive for jobs and internships.

ADDITIONAL INFORMATION OF FUND UTILIZATION

Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	Career Prep Consultant: 20 hrs/week for Summer; 10 hrs/week during academic year E001	
	Student Staff Wages:	\$7,965
	Fringe @ 20.9%:	\$1,665
Student Staff ³	Senior Career Prep Consultant: 30 hrs/week during academic year E002	
	Student Staff Wages:	\$14,700
	Fringe @ 20.9%:	\$3,072
Student Staff ³	Student Marketing Assistant for 15/hrs week during the academic year E003	
	Student Staff Wages:	\$7,088
	Fringe @ 20.9%:	\$1,481
PERSONNEL TOTAL:		\$35,971

Other Budget Requests

Category	Details	Amount Requested
SUPPLEMENTAL TOTAL:		\$0

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SUPPLEMENTAL TOTAL:	\$0
COMPLETE PROPOSAL TOTAL:	\$35,971

Supplemental Documents

