

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Career Development & Education

Create Date: 03/02/2022

Due Date: 04/08/2022

Submitter Name: Dawn Williams

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Department Head Approval:

Department Head: Amanda Figueroa

Requested Amount: **\$49,304**

Departmental Information

STUDENT UTILIZATION

Career Development is requesting funding to sustain existing services and expand opportunities for students to enhance their learning in preparing for jobs, internships, grad schools and connecting with employers. Having Career Prep Consultants (CPCs) available for same day drop-ins and appointments helps students who have quick questions find immediate answers and support. 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.

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 Fall 2019, approximately 30% of students reported not knowing that the career center existed. Marketing is essential to increase student awareness.

The volume of employer activity on Handshake is high. Program support would speed up the employer and job approval processes, create more bandwidth for proactive employer engagement, and expose students to more professional opportunities.

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.

Equity –We have developed new partnerships with several offices on campus, including Center for Equity and Inclusion to ensure we are developing resources and workshops that best serve the diverse identities held by UW Tacoma students. Other relationships we hope to continue next year are shared programming with First Gen Initiatives and the VMRC. One of our CPCs has been a great liaison with FISA and we hope to continue, and expand, CPC connections to student organizations focused on serving underrepresented student populations. Additionally, through these relationships we will have our student Marketing Assistant develop targeted marketing materials to different groups to ensure equitable awareness and access to career services. 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

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

Our goal for our Career Prep Consultants is to increase student awareness and utilization of the services they provide, and to continue to provide feedback to documents submitted on Handshake in a timely way. Approximately 2100 documents have been reviewed by Career Development staff as of 1/31/22; a large number of which were reviewed by the Career Prep Consultants. This number is an increase of over 50% from the same time period last year. We have started zoom drop-ins and will be offering in-person drop-ins for Spring quarter as we transition back to campus.

Additionally, we hope to continue the partnership we began 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 Career Prep Consultants and our Marketing Assistant have started to curate and develop web resources for undocumented students, formerly incarcerated students, and under-represented students that will be added to our website in Spring quarter to help us better serve students on our campus.

With the transition into virtual operations (and a continued hybrid of in-person and virtual instruction), it is important to develop marketing strategies to increase student awareness of how Career Development can help them navigate their career search and to help them connect with employers. Our Marketing Assistant helps to create clear, professional marketing materials to increase our visibility through campus platforms and on social media.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Document reviews: Slightly more than 1000 students received resume or cover letter feedback on documents uploaded to Handshake. This is a 36% increase over last year and a 24% increase from the year prior (pre-COVID).

- 364 students are First Generation
- 96 students are Military Connected
- Ethnicity: 27% Caucasian, 23% Asian/Asian American, 13% African American, 12% Hispanic/Latino, 8% International, 3% Hawaiian/Pacific Islander, 1% American Indian, 13% Other/Not Indicated

COLLECTION OF FEEDBACK & IMPROVEMENTS

We handle registration for all events through Handshake and check students in for programming they attend. We regularly assess which groups of students (academic year, major) are engaging more frequently and increase outreach to programs that are not as represented. Additionally, we have started using Handshake to track CPC drop-ins for the 2021-22 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 previously were 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-ins and 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.

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 Fall 2019, approximately 30% of students reported not knowing that the career center existed. 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.

Building and maintaining connections with employers allows Career Development to facilitate student access to jobs and internships. Managing Handshake and employer events is a big part of making those connections. Having Program support will make us more effective in getting employer opportunities in front of students.

Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	Marketing Assistant: 15 hrs/week Fall 2022-Spring 2023 at \$15.00/hr Career Prep Consultants: 20 hrs/week Summer 2022 and 40 hrs/week Fall 2022-Spring 2023 at \$15.00/hr. 2-3 students will be hired into the CPC role to meet the 40 hours of weekly staffing Program Assistant: 15 hrs/week Fall 2022-Spring 2023 at \$15.00/hr E001	
		Student Staff Wages: \$40,950
		Fringe @ 20.4%: \$8,354
PERSONNEL TOTAL:		\$49,304

Other Budget Requests

Category	Details	Amount Requested
SUPPLEMENTAL TOTAL:		\$0

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COMPLETE PROPOSAL TOTAL:	\$49,304

Supplemental Documents