

# Santa Rosa Junior College

## Program Resource Planning Process

### Career Center and Student Employment 2019

#### 1.1a Mission

Career Development Services, as a division of the Career Hub at Santa Rosa Junior College, promotes career development as a lifelong learning process. Through self-assessment, career exploration, job search assistance, on and off-campus employment opportunities, career workshops and seminars, and the implementation of a career action plan, our programs and activities seek to assist and support enrolled students, alumni and community members in learning about and aiding in finding meaningful careers, enabling them to participate more fully in a global society.

#### 1.1b Mission Alignment

The District's Mission and Strategic Plan place great emphasis on promoting student learning, increasing knowledge and skills and enhancing the lives of those who participate in our college's activities. As the Career Development department, these goals are at the very heart of what we do and why we provide services to Students and Alumni.

Career Development Services is the link to providing students, alumni, and community members access to career information and employment in the community. Through its programs and services, students, alumni, and community members are better able to integrate what they learn at an institution of higher education in order to function successfully in the world. Departmental outreach helps to bring students to our department/website in order to pursue careers and re - train for new employment.

Through the services of Career Development Services at Santa Rosa Junior College, students are able to learn more about themselves, refine their own life missions and goals, and begin to manifest those goals. We maintain a high level of awareness regarding constantly changing societal, global, educational, and employment trends, making it easy to support a diverse population in pursuit of success. We strive to offer seminars and current information that serve the varied needs of the SRJC community as it evolves through time.

#### 1.1c Description

The California Community College system has as its core mission to provide academic and vocational instruction at the lower division level. Ancillary to that is the primary mission to "Provide education, training, and services that help to continuously improve California's

workforce” according to the California Education code (**Section 66010.4(a)(2)**). Here at SRJC, that primary mission is delivered in part by the programs and services of Career Development Services (as part of the Career Hub).

Career Development Services promotes career development as a lifelong learning process. Through self-assessment, career exploration, job search assistance and on and off campus jobs, our programs and activities seek to assist and support enrolled students, alumni and community members in learning about career choices.

## 1.1d Hours of Office Operation and Service by Location

### **Career Development Services & Student Employment Hours of Operation:** **- Santa Rosa**

The Career Hub (in which Career Development Services is part of) is open:

Monday-Thursday 8am-5pm

Friday 8am-12pm and also by appointment

\*When we move to our new location in Garcia Hall we will be open Monday-Friday 8am-5pm with extended evening/weekend hours TBD.

## 1.2 Program/Unit Context and Environmental Scan

According to Sonoma County's Economic Development Board, in 2017, Sonoma County's annual unemployment rate was measured at just 3.4%. Unemployment has continued to decline well into 2018, with the county experiencing a rate of 2.4% in May 2018 (though this lower rate can be partly attributed to seasonality). Among comparable counties, Sonoma's unemployment ranked third lowest. From 2012-2017, Sonoma County's unemployment rate dropped from 8.9% to 3.4%. This is the third most dramatic drop in unemployment over this period of time among comparable counties. California as a whole experience a 6.1 percentage point drop in unemployment from 2012-2017, from 10.4% to 4.8%. Since 2000, the county's long-term trend saw a modest rise in unemployment following the dot com crash, followed by a period of stability until the onset of the Great Recession in 2008. Unemployment crested in January 2011 at 11.1%, before steadily declining throughout the 2010s. Today, unemployment hovers around 2.5%, a historic low. The median unemployment rate from 2000- 2018 is 5%—this can be considered the “historic unemployment rate.”

\*<http://sonomaedb.org/WorkArea/DownloadAsset.aspx?id=2147564545>

We have hired two new positions in Career Development Services--Job Developers. Their job is to connect and partner more with local employers to create employment pathways for our students and alumni. While there is no increased funding from these partnerships, the partnerships themselves have increased the level of student engagement to meaningful employment through the services of these Job Developers.

Some of the services the Job Developers have provided:

- Targeted (Specific Job Sectors) Employment Meet & Greet events
- Networking events for students involving local employers
- Annual SRJC Job & Internship Fair (formerly Career Expo)
- Partnering with SRJC Foundation to better engage alumni in career pathways
- Created a mentor network to better help students prepare for employment utilizing real-world managers

With the record low unemployment rates, the services provided by Career Development Services are important now more than ever. Since the unemployment rate is low that means that students/alumni will need to be that much more prepared and "polished" when going out looking for employment. When employment is more scarce, competition increases meaning that the students/alumni need to be as best prepared as they can be--which is where our services come in. From starting the career pathways search to applying for a job with perfected resume and cover letter (and being dressed for success utilizing our on-campus career clothing closet) we are here to provide the support needed for career success.

## 2.1a Budget Needs

Marketing materials (created in English and Spanish)

- A-Frames for Petaluma and Santa Rosa Locations
- Posters/flyers/handouts for all District locations
- Step-Up Signs for Petaluma and Santa Rosa Locations
- Career & Internship materials (posters, handouts, etc).

Subscriptions

- Periodicals of professional development

Updated Seminar Materials

Student Employee Supervisor Trainings

Student Employee Trainings

Transition from physical paper copies of forms to digital and eventual 100% online

Job Board Expense--moving from CCN (College Career Network) to a more robust and user friendly site such as JobSpeaker. This is a regional project with other CCC's and the cost is approximated to be \$25,000 more than what is currently budgeted (annually).

Staff Travel is minimal. To keep up-to-date and stay current in this field it is imperative that there be funding for conferences, etc.

When the department moves to Garcia Hall we will need to equip a room with new computers for the computer lab (30).

Student Employment Appreciation Event--the retired Coordinator for Student Employment personally paid for food/supplies for the annual Student Employment Appreciation Day event. This important event needs to be funded by the district--it increases morale and shows the students their importance working as part of the SRJC family.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	08	06	\$1,500.00	Updated supervisor training manual/workshops for all supervisors of student employment
0002	ALL	08	07	\$3,000.00	Updated marketing material on all campuses to ensure students know what services are offered
0003	ALL	06	04	\$1,000.00	To put on the Annual Student Employment Appreciation Event--food, supplies, awards, etc.
0004	ALL	01	06	\$300.00	Subscriptions for periodicals in Career and Student Employment (digital & standard)

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Career Advisor	40.00	10.00	Under the direction of the Dean, Workforce Development, the Career Advisor meets with students to assist them with career research, job trends in the area, interviewing, and other job-related activities. The advisor coordinates career seminars, makes presentations to classes relating to job search, career planning and Career Development Services. Markets job board and center services,

			plans and maintains resource library for the Career Center.
Working out of class-Student Employment	15.00	12.00	AA III for Dean, Workforce Development is working out of class to perform many of the duties that Coordinator, Student Employment did before retired (and position not replaced). These duties include creating/updating/changing most forms used for student employment (Request for Approval, Hiring Packets, Applications, etc.) Processes/Procedures changed and streamlined to ensure timely onboarding and hiring placement. Document verification (I9, Social Security, International Student documents, ID's). Screen for convictions. Point person for HR, Payroll, Petaluma Campus, Shone Farm, Southwest Center. Checks Federal Work Study Status. Point person for all on-campus student employee supervisors to answer questions and direct to other departments on campus when necessary.
Job Developers (X2)	40.00	12.00	Establishes and maintains relationships with employers and community organizations to develop job opportunities and support continued employment for students. Coordinates day-to-day activities such as soliciting employer interest and involvement in the employment of students and alumni, orienting students to the services provided, posting opportunities and tracking placement data.  The Job Developers performs activities designed to assist students with finding employment. This includes working closely with local employers, business organizations, and community organizations in developing job opportunities and arranging the direct placement of students matching the job skills with applicant qualifications.

## 2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Dean of Workforce Development	40.00	12.00	Oversees the Student Employment Services and Career Development Services (as part of the Career Hub) and all staff in these departments.

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Employees	125.00	12.00	Students provide administrative support to all administrators, administrative assistants, classified staff, and faculty. The student employees are the front line of the department as they answer the telephones, manage SARS calendars, book appointments, and provide customer service to all who enter our department.

## 2.2d Adequacy and Effectiveness of Staffing

### Current Staffing Includes:

Career Advisor (10 months & 40 hours/week)

4 Student Employees

1 Dean of Workforce Development (12 hours/week)

1 AA III to the Dean of Workforce Development (12 hours/week)--Currently working out of class taking on the duties of the retired (and not replaced) position of Coordinator, Student Employment

1 AA II (10 month, 100%) for the Career Hub (Career Development Services & Student Employment are part of this area).

2 Job Developers (12 months, 40 hours/week).

We currently have sufficient staff to take on the majority of the duties for the department, however; we are insufficiently staffed when it comes to taking on the duties of Student Employment. With the retirement of the Coordinator, Student Employment, we are taking these duties on (AA III, Dean Workforce Development) as "Working Out of Class." While sustainable in the very short term, it is not sustainable in the long term (meaning past the end of the fiscal year 18/19). Funding needs to be made available to address the ongoing needs, what that looks like in terms of position creation/realignment, job title change, etc.

We do see a need for a bilingual staff member at the front desk. While there are student employees there that are bilingual, students are temporary employees by nature as they get their certificates/degrees and move on. We need an "anchor" staff person to lend consistency in providing Spanish speaking services.

We are experiencing a tremendous increase of visitation to the front desk, utilizing our student workers. We need to increase our budget to accommodate the need of students accessing our services--meaning we need more allocated money for student worker hours. With the retirement of our Coordinator, Student Employment the students have taken on more lower level administrative tasks as well. We are asking for \$6,000 more for student hours for the next fiscal year.

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	08	07	AA III, Dean Workforce Development	Manager, Workforce Development (12 month, 100%)	Management
0001	ALL	03	03	NA	AA 1, Workforce Development (50%)	Classified

## 2.3a Current Contract Faculty Positions

Position	Description
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
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2.3c Faculty Within Retirement Range

N/A

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Petaluma	00	00		

## 2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

All previous Instructional Equipment needs have been met. Currently there are no requests for Instructional Equipment.



## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	08	07	New Job Board	1	\$25,000.00	\$25,000.00	Brad Davis	Career Hub	Kim Kinahan

## 2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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## 2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	ALL	00	00	Urgent	Bertolini	Career Hub	\$0.00	In May of 2019, Transfer Center will be moving to the second floor of Bertolini and in July of 2019 DRD will be consolidating their services to the 3rd floor of Bertolini and will be occupying the vacant space as well as overtaking our computer lab space for additional offices and student work stations, so we will need an immediate reconfigure for 8 work stations for our students to have access to our job board and other Career materials.

## 2.5b Analysis of Existing Facilities

- We have recently consolidated multiple departments to one front desk and storage areas for ease of use by all in the Career Hub space.
- We are in the process of building or locating an appropriate space to house our interview clothing rack.
- We are in the process of working with IT to reconfigure a space to house 8 computers to retain a working computer lab space for our students looking for job and working on career tasks.

## 3.1 Develop Financial Resources

In 2018/19 we applied for and received SWP funds to hire two new job developer positions within the department. These positions actively engage the local community and students to create a career pipeline that is targeted to services/skills needed and matched with students looking for work in the community.

## 3.2 Serve our Diverse Communities

At the present time, there are no faculty positions or classified staff openings. If we were to recruit faculty or classified staff, guidelines for outreach to a diverse population would be followed and would meet SRJC standards. Recruitment is coordinated through the Human Resources Department for all positions and includes recruitment outreach to bilingual publications.

In what other ways does the program/unit promote sensitivity to diversity?

- Students employed through the Student Employment program for all District locations reflect greater diversity than the general student population.
- The Career Hub has a history of hiring bilingual and bicultural, student employees from diverse socioeconomic backgrounds and countries.
- Our students and staff are trained to be sensitive to cultural differences.
- Our Job Developers have actively engaged and partnered with the Hispanic Chamber of Commerce.
- We have partnered with the Alumni Association to address the career needs of our past graduates at all levels
- We provide relevant career education seminars addressing the needs of employers and expectations of students entering the workforce

What we are looking to improve and grow:

- Increase outreach to serve all of our communities by going directly to them and expanding outreach in those areas (Veterans, Seniors, and historically disadvantaged populations).
- Create workshops that specifically target these populations--more specific and topical.
- Looking to hire an AA I (bilingual) to better serve our Spanish speaking population that is frequenting and requesting our services more.
- Work more closely with specific departments (Student Equity, Veteran's Affairs, ESL, etc.) to better serve and connect with historically at-risk populations.

- Although there is no "Reentry Dept" any longer, connecting with those students who come back to gain new skills/certificates to get back out to the workplace is key to the success of this population.

In this section, list anything that your program/unit has done in 2013-14 or 2014-15 in support of the following Strategic Plan Goal and strategic objectives:

**Goal C: Serve our Diverse Communities**

Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships, innovation, and leadership.

- Identify the educational needs of our changing demographics and develop appropriate and innovative programs and services with a focus on the increasing Latino/a population.
- Contribute the richness of our multicultural community by promoting cultural initiatives that complement academics and encourage the advancement and appreciation of the arts.
- Meet the lifelong educational and career needs of our communities (e.g. seniors, merging populations, veterans, re-entry students).

Provide relevant career and technical education that meets the needs of the region and sustains economic vitality.

### 3.3 Cultivate a Healthy Organization

Classified staff are encouraged to attend professional development workshops and enroll in courses to enhance their professional development. Release time is given in accordance with SEIU contract guidelines for taking classes. In addition, all staff goals will include staff development plans. This year as in years past all staff were able to attend PDA Day and enhance their skills in the areas of their choice. SEIU contract also allows for up to 3 hours per week of professional growth/health and wellness which many of our staff take advantage of.

Staff would benefit from joining professional organizations related to their fields. The National Career Development Association and National Student Employment Association offer pertinent guidance and continuing education pertinent to the work. The current budget does not have sufficient travel funds or other monies to support participation in these programs.

### 3.4 Safety and Emergency Preparedness

#### Emergency Preparedness

There is currently no safety area leader in our shared area on the 3rd floor of Bertolini Hall. The Career Hub and DRD are in shared talks about how to best prepare and plan as a group sharing the same space.

#### Safety

- Emergency preparedness information is discussed at staff meetings as needed.
- All staff members receive individualized work station assessments are requested.

### 3.5 Establish a Culture of Sustainability

Career Development Services and Student Employment (as part of the Career Hub) are committed to the following sustainable practices:

1) Using our job board (CCN) to have students post online resumes for review and critique. We have also eliminated all paper printouts for on-campus jobs that historically had been placed in binders at the front desk. Now all jobs (on or off campus) are on the job board online.

2) We are currently in the process of revamping the current student employment hiring packet to shorten the amount of sheets required for filling out by students and/or supervisors. A future goal is to explore programs which will facilitate online timesheets for student employees. Our hope is that one day this entire process will be online only, no paper sheets required.

#### 4.1a Course Student Learning Outcomes Assessment

N/A

#### 4.1b Program Student Learning Outcomes Assessment

This portion of the Career Hub (Career Development Services and Student Employment) does not have an degrees or certificates associated with our services provided.

#### 4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Service/Program	Career Expo & Job Fair S.R.	Spring 2011	Spring 2011	N/A
Service/Program	Career Expo & Job Fair S.R.	Spring 2012	Spring 2012	N/A
Service/Program	Career Expo & Job Fair S.R.	Spring 2013	Spring 2013	N/A
Service/Program	Student Employment	Spring 2012	Spring 2012	N/A
Service/Program	Student Employment	Spring 2011	Spring 2011	N/A
Service/Program	Student Employment	Spring 2013	Spring 2013	Summer 2013
Service/Program	Student Employment	Fall 2010	Spring 2010	N/A
Service/Program	Career Center Orientation	Fall 2008	Fall 2010	Fall 2010
Service/Program	Career Expo	Spring 2016	Spring 2016	N/A
Service/Program	Great Careers with 2 years of	Fall 2009	Fall 2009	Spring 2010
Service/Program	Student Employment	Spring 2016	Spring 2016	N/A
Service/Program	Student Employment	Spring 2014	Spring 2015	Summer 2014
Service/Program	Writing a Cover Letter	Fall 2006	Spring 2007	Spring 2007
Service/Program	Career Expo & Job Fair S.R.	Spring 2014	Spring 2014	N/A
Service/Program	Careers in the Health Care	Fall 2007	Fall 2007	Spring 2010
Service/Program	Career Day - Petaluma	Fall 2009	Fall 2009	Spring 2010
Service/Program	Internet Job Search	Fall 2008	Fall 2008	Spring 2009
Service/Program	Resume Writing Seminar	Spring 2011	Spring 2011	Fall 2009
Service/Program	Career Expo & Job Fair SRJC	Spring 2010	Spring 2010	Spring 2010

#### 4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
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#### 4.2b Narrative (Optional)

This program/units does not offer certificates and/or majors.

## 5.0 Performance Measures

The Career Hub has seen a noticeable increase in student visitation and phone calls to the front desk. We also get many more phone calls from local employers calling and asking about accessing the Job Board and posting jobs for our students to access. We have also hired 2 new Job Developers who have helped facilitate access for all students and employers to the job board for ease of use. Because of the level of customer service and training we have provided our students, word has gotten out to the community that we (Career Development Services) are attentive and responsive, which has also resulted in increased calls and visits.

## 6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0000	ALL	08	07	Hire AA II	Provide administrative support to all Workforce Development programs and departments.	Completed Spring 2019	Hired AA II for the department.
0000	ALL	02	05	Hire 2 Job Developers	These positions will help align local employer needs with student skills/abilities, thus creating strong networks and pathways for our students to find meaningful employment.	Completed Fall 2018	Hired 2 positions funded by Strong Workforce funding, not district funds.
0001	ALL	04	06	Finalize plans to remodel and move into Garcia Hall	To free up Bertolini Hall so DRD can have their own space and we have our own space to better serve Students.	By Fall of 2020	Measure H funds, input from Garcia Committee, and follow-through.
0002	ALL	05	06	To eventually have all forms the department uses (hiring packets, RA forms, roster sheets, applications, etc.) to be placed online.	Create timelines so we can help alleviate the massive amount of paper copies currently required from an old antiquated system we are actively pursuing to change. This should be achieved by the end of Spring 2020.	Completed by Spring 2020	We have already started reducing the amount of physical paper utilized in packets/forms which is a good first step.

## 6.2b PRPP Editor Feedback - Optional

Modern technology is a great thing, and this editor screams of Windows 3.1 or older platform from the 90's.

### 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	04	06	Finalize plans to remodel and move into Garcia Hall	To free up Bertolini Hall so DRD can have their own space and we have our own space to better serve Students.	By Fall of 2019	Measure H funds, input from Garcia Committee, and follow-through.
0002	ALL	05	06	To eventually have all forms the department uses (hiring packets, RA forms, roster sheets, applications, etc.) to be placed online.	Create timelines so we can help alleviate the massive amount of paper copies currently required from an old antiquated system we are actively pursuing to change. This should be achieved by the end of Spring 2020.	By the end of Spring 2020	Manpower and new software systems such as EVerify. Also requires job board update (changing to new system).
0003	ALL	08	06	At the end of Spring 2019 semester we have to evaluate the Student Employment services provided by this department and how they should be aligned moving forward. Currently the AA III to the Dean is working out of class to provide many of the services that used to be housed with the Coordinator, Student Employment, who retired mid-spring 2019. The 5% pay differential is not close to adequate to representing the true work required to provide the required services as is.	To provide the students the attention and services deserved.	By Fall 2019	Funding (the Coordinator, Student Employment was not replaced) from the district. Also re-alignment of some of the services to be housed in other areas (HR, Payroll, and Financial Aid for specific pieces).