Student Services Student Learning Outcomes
from the Full Program Review
Job Placement and Career Center
2014-2015
3) How does the program mission tie into the Student Services’ and Institution’s Mission:

The Job Placement Center offers services to enable our students to become gainfully employed in their field of study and support themselves while pursuing their educational goals. This is achieved in a supportive environment via workshops, printed resource materials, career fairs and classroom presentations. This service also follows the vision of all community colleges by preparing students for the jobs of tomorrow.

4) Briefly describe the program and the services it provides in order to achieve its goals and SLO’s.

The Job Placement Center is a conduit to business, industry, workforce providers and resources for our students, alumni and community members. The average number of positions filled are 341/year. This is a consistent trend.

The Student Learning Outcomes achieved as a result of this service are the ability to research current workforce, professional occupations and internships; obtain resources to assist in this endeavor; and obtain the soft skills to become gainfully employed in their chosen field of study.

The following are services and activities provided by the Job Placement Technician:

- A free online job board, provided by NACElink, the National Association of Colleges and Employers, powered by Symplicity offering local, national and international positions in a variety of fields including internships. 900 colleges, universities and career centers use this service nationwide and internationally. NACE/link is a network that was formed with the commitment to ensure the privacy of student data. Once computers are made readily available within a close proximately to the Center, the prospective job hunter/student may be assisted, “hands on” in the online job search process, researching employers and posting resumes online to be viewed by a prospective employer. Currently, handouts, posting messages on the MYCOM Portal, the Reader Board and binders, global emails and postings on the MyCom portal are the sources of informing our population of the opportunities presented on the online job board.
- Maintenance of two Reader Boards (one at KTD and one at IVC) for a visual view of current positions. Some employers prefer a visual posting of a position. Maintenance of 8 binders (4 at the KTD campus and 4 at the IVC campus) with employer information, current positions, and resources categorized by job titles.
- Partnering with Image for Success in providing clothing for job applicants and students.
- Career Fairs twice a year: the general job fair in the fall which hosts an average of 200 attendees and the spring – Healthcare/Dental Career Fair which hosts an average of 180 attendees.
- One day table resources to bring the Employer to the Campus Community. The demand is so great for this service that multiple employers are participating on the same day.
- In reach to departments in the form of presentations regarding our services.
- Bi-lingual personnel at both campuses.
- A well-organized website with links to a variety of online resources.
• Constant contact with military recruiters as mandated by Federal Regulations to ensure federal funding.
• Work closely with the Veterans Employment Representatives.
• Create informational power point presentations.
• Research all employers using our service for fraudulent activities and scams.
• Attend training sessions to keep current on employment trends and strategies.
• Maintain two (2) email accounts 1) personal and 2) an account specifically for job placement.
• Operate within a defined annual budget.
• Reconcile all funds received from Career Fairs via the Square, checks and cash with Fiscal Services.
• Work closely with COM’s marketing department in the creation of printed materials to reflect our “branding” standards.

The Student Learning Outcomes that are acquired by our population are:

1) Confidence of being well prepared (via workshops, resources and on campus recruiting presentations), for seeking gainful employment in the student’s chosen field of study.

2) The ability to investigate and obtain affordable housing within the county of Marin while attending school. The process of obtaining adequate housing is a life skill.

3) Increased job search “soft skills” e.g., interview techniques, LinkedIn, resume review.

4) Develop planning skills to obtain employment. This is the fulfillment of the student’s educational goals and lifelong success in the chosen field of study.

5) Demonstrate self-advocacy in pursuing employment and housing.

The outcomes will be measured by a yearly survey sent to our registered job board participants and at the completion of each workshop. A paper survey was conducted in 2015. The results of this survey stressed an increase in housing opportunities wanted and the implementation of a Search Agent to send email notifications regarding specific jobs to individuals. The Search Agent has been implemented and publicized.

5) Describe barriers that students might have in accessing your services

• Lack of student use computers that are located close to the Center for “hands on ”supportive assistance.
• Limited office hours (one full day / week) at the Indian Valley Campus which makes it difficult to reach out to the Career Technical Education programs. In the past, a part-time person was housed at IVC to present employment opportunities.
• Funding resources are available for economic development for economic development and vocational education through the Center for Excellence Program to support this type of service. See attachment #1 to view former job placement services at IVC.
• Reduced staffing at KTD because the current Job Placement Technician has to close the Kentfield Office to be at the IVC Office one day a week.
• Lack of awareness among the students of the existence of the center and the services offered.
• Limited staffing prohibiting more workshops to assist in obtaining the “soft skills” needed for job search as well as in-reach such as classroom presentations and tabling. Currently only one full time staff person and one Cal/Works student facilitate every employment related activity of the Job Placement Center.

6) Describe retention/intervention strategies that you use to increase student success.
• Coordinate and present workshops in Resume Writing, LinkedIn for students to obtain “soft skills” needed during the job application process.
• Approach interested students/alumni when they are looking at our displays to explain our services. This requires a location within close proximity to the Reader Board and binders.
• Information sharing on the MYCOM Portal.
• A Step/Step Instruction sheet for registering for the free online job service and the Search Agent which enables students to receive email notifications of positions of interest.
• Testimonials on the Job Placement web page.
• Provide information on a variety of local employment resources, in addition to our services, e.g., Marin Employment Connection; YWCA; Marin Professionals Group; Image for Success (a low cost clothing resource for job seekers and students), Veterans Services, and housing via our binders and bulletin boards.
• Contact employers individually to confirm that employment opportunities are still active.
• Drop in guidance and support with career related research.
• Maintenance of the Job Placement website.
• Collaborating with Veterans Employment Resources.
• Participation in the monthly, inter county committee meeting provided by the Marin Employment Connection. The committee provides networking, resource sharing, and employment trends to its participants.
• Informational power point presentations.

7) Is the program required to meet special regulations/standards?
While not directed by official Board Policy, the Job Placement Center endeavors to comply with the National Association of Colleges and Employers Ethics and Standards. See Appendix A

8) List staff members in the program. Include their names, titles, classification, qualifications and funding source.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Classification</th>
<th>FTE</th>
<th>Qualifications</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gina Cullen</td>
<td>Counseling Dept. Chair</td>
<td>Faculty</td>
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<td>MS</td>
<td>Counseling Dept.</td>
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<tr>
<td>Carol Perez</td>
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<td>Career Developer</td>
<td>District</td>
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<tr>
<td>Bateli Diaz</td>
<td>Office Assistant</td>
<td>Student</td>
<td>0.50</td>
<td>AA Business</td>
<td>Cal Works</td>
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</tbody>
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9) **What are the demographics of the students in the program and how do these demographics compare to the overall college population**

No data is available at this time. However, once the Job Placement Center merges with the Transfer and Career Center, the Counseling SARS grid can be incorporated to collect this data in the future. As of February 2015, our online job board and physical intake form has been updated to collect this information.

10) **Measuring Student Progress**

**How is student progress tracked within this service? By what data?**

Student progress is tracked continuously during the school year. Collection of this data is done by:

- **Phone and email contact:** From July 1st to June 30th which is the fiscal year for Job Placement, the staff is making inquiries via phone and email to employers, regarding student hires. These inquiries are made to employers who do not use the NACE/link system. The NACElink system automatically sends follow-up emails to employers upon the expiration of a posting.

- **Survey:** Upon logging on to the NACElink system, a series of questions regarding hiring, has to be answered before an employer and/or student may proceed to use the service. Hires are reported or not via this survey. The response is printed out and used for back-up data.

- **Email:** The NACElink system sends to every employer upon the expiration of the posting, an email requesting number of hires, date hired, and student name. The response is printed out and used for back-up data.

- **Students themselves:** report to Job Placement Staff, the name of the employer and the date they were hired.

  *Students currently sign in at the KTD and IVC Center via a manual log. If the Center was a part of the SARS program, data would be easily accessible via reports on the client’s and student’s demographics.*

11) **A. How well are students progressing through the program? Include data to support assertions.**

The average number of students/alumni employment hires per year are 341. This remains a fairly consistent number. 80% of positions filled are part-time; 10% are career related; 10% full-time.

<table>
<thead>
<tr>
<th># of Jobs Placed</th>
<th>School Year</th>
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</thead>
<tbody>
<tr>
<td><em>296</em></td>
<td>11-12</td>
</tr>
<tr>
<td>368</td>
<td>12-13</td>
</tr>
<tr>
<td>360</td>
<td>13-14</td>
</tr>
</tbody>
</table>

* During the 11-12 School Year, numbers dropped due to lack of CWS support for the technician in data collection.*