The completion of this form is part of the institutional program review process. Please submit a completed form to the Program Review Committee and to your School Dean or immediate supervisor by February 25, 2011. Combined responses to questions 1 through 6 should not normally exceed four pages.

Department: Career Development Counseling Department (formerly CDPC)
Contact Person: Indiana Quadra, Chair of the Department
Date: March 2, 2011

Please check this box to certify that faculty and staff in your unit discussed the major planning objectives: ☑

Description of Programs and Services and their Locations

Mission
The Mission of the Career Development Counseling Department is to provide quality career education, counseling and other related services to all CCSF students and alumni. The Career Development Counseling Department and its Career Centers are located at three of the CCSF campuses: Ocean, Mission and John Adams. Each location provides individual career counseling offices, and an extended computer lab and library and other online services. All career centers post and print career development materials and job readiness information and referrals from Career Connection – www.ccsf.edu/career and the student’s on-campus jobs website – www.ccsf.edu/jobs. In addition, CDCD also provides career counseling at the Downtown and Chinatown campuses at the New Student Counseling Offices.

Learning Outcomes
Through the utilization of CDCD services, students learn:

• The steps of career planning for career success and lifelong learning
• Self-assessment of values, skills and areas of curiosity
• Assessment and identification of an appropriate major or field of interest
• Self-management of career options and pathways
• Understanding the importance of the local labor market and professional associations
• Prioritizing their time and resources for career success
• Researching educational and career options
• Conducting informational interviewing for career and educational options
• Resume writing and interviewing skills/practice
• Networking and job search strategies

Description of Program and Services

CDCD provides the following programs and services:
CDCD continues to provide three full service career centers at the Ocean, Mission, and JAD campuses where students have access to essential career and job online tools and resources in the career center computer lab. Students are also able to meet with career counselors individually primarily by appointment due to the number of out of office activities that career counselors participate in. The CDCD offers classes, workshops, presentations, seminars, recruitment and other related services performed by the career counselors (who have continued to increase their collaboration with employers and faculty requesting services). Hours at the Ocean Campus have been limited to Monday through Thursday due to the budget cuts and also because of the change in schedule of the CDCD Administrative Assistant/Office Manager of the Ocean Career Center who manages the Career Center and supervises the student workers at the Ocean Campus. Due to continued lack of staff and faculty as well as the facility changes at the JAD campus, CDCD now provides only one day at the JAD Career Center that it now shares with the Business Department’s Job Matching Program. The Career Center at the Mission Campus continues to lack a receptionist/clerk forcing the career counselors at the Mission Campus to work out of their job classification, therefore limiting the hours of individual career counseling and other related counseling services while they work as front office staff. Due to this situation the Mission Career Center has been forced to close the Career Center if the counselor is out sick or presenting a workshop or other counseling related reasons. Therefore the Career Center hours of operation are dependent on the unstable and varying schedules of the individual counselors who rotate a day at the Mission Campus, Monday to Thursday, from 9:00 am to 3:00 p.m.
CDCD also coordinates the collaborating services offered through the Mission Career Center which are Child Development advising and the Mission Hiring Hall collaboration with Construction Administration. CDCD is also an active participate of the Mission Campus Coordinating team and works closely with the Campus Dean and the academic and counseling units. CDCD continues to provide career counseling at the Downtown Campus and Chinatown Campus once a week through New Student Counseling offices.

CDCD also offers a number of LERN credit and non-credit courses that include LERN 60-68 credit and LERN 1062 noncredit. Presently only one section of LERN 60 is taught as overload, leaving all other units taught in-load. The CDCD teaches two sections of LERN online (LERN 61 and LERN 62) which is highly popular. The credit LERN courses are taught primarily at the OCEAN Campus with the exception of the new LERN 1062 noncredit, which is being offered at Mission, JAD and Downtown campus. CDCD also provides monthly workshops at the Ocean Campus that include Resume Writing, Interviewing Skills and Job Search Strategies. In addition, CDCD provides and facilitates a number of professional seminars for students, as well as, numerous presentations for CTE instructors, LERN faculty and other departments upon request. CDCD presently participates with grant-funded initiatives in both the Business and Health Science departments that work toward incorporating career development and/or job readiness with the curriculum learning outcomes. CDCD also participate with CNIT on an advisory to recruit and retain women in the nontraditional fields of STEM. CDCD is part of the Youth Worker Certificate team and the Job Placement Taskforce.

CDCD provides online resources through its webpage (presently under construction) www.ccsf.edu/Services/CDPC and has had difficulty finding the time and expertise to update the web pages (that include links to online career tools – EXITO and CARS) and the online E-Mentoring tool created with Cal Works prior to the new CCSF web pages. Career Connection—the online job listing for off campus jobs and internships, www.ccsf.edu/career will be phased out at the end of the semester with no guarantee that an online job tool will be replaced in CDCD, therefore leaving a hole in the job services provided to students/alumni, employers and departments working with CDCD. CDCD is concerned that this will create a student equity issue since a replacement tool is being initiated for the CTE programs and could be managed and coordinated through the CTE departments. CDCD continues to assist both departments and students seeking on-campus jobs for work-study and lab aide positions, www.career.edu/jobs and continues to experience difficulty with departments posting their jobs, thus negatively impacting students’ ability to find work on campus. Online advising through careerchat@ccsf.edu has continued and CDCD plans to create a blog (pending web pages under construction.)
### STUDENT CONTACTS, PERSONNEL, EXPENDITURES, AND PRODUCTIVITY

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**Faculty**

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**Productivity**

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1. Please provide reflections on the above data trends for your department. If you have additional data that you would like to provide, please also include that here.

CDCD continues to experience difficulty in using SARS to appropriately capture the number of students assisted in career or job services that are not scheduled through appointments but through follow-up contacts from classes, presentations and workshops. Updated training on using SARS has begun in the department and will continue to help counselors in using SARS appropriately. As noted in the mission statement CDCD offers a number of services not reflected by appointment which accounts for a larger number of student contacts through the classroom, in workshops or in outreach. Drop in or express counseling is rare in CDCD due to the fact that the services offered by individual counseling requires at least a half an hour appointment if not an hour. CDCD shows strong FTES from their LERN classes especially LERN 60 (2 sections) and Online LERN 61 and 62 (2 sections) with 30 to 40 plus student every semester.

2. Please describe any internal or external developments affecting your department since the last program review.

CDCD continues to work and serve students in the same conditions at the Ocean Campus--in offices without confidentiality or privacy. Through ADA accommodations completed this past year, one office area is now accessible to the disabled. Changing locks to ones that can only be locked from the outside presents safety issues for personnel working in these areas.

The loss of classified personnel at the Mission Campus and the pending retirement of classified personnel at the Ocean Campus has required that counselors assist in working the front desk at the cost of doing the job of counseling. Hours of operation at the Ocean and Mission Career Centers can be undependable and the Career Center has been forced to close unexpectedly due to lack of staff.

Increased demand to present in the classroom, liaison with employers and departments, volunteer for new initiatives, teach in-load, and update efforts in job placement and internship coordination have increased stress on a small department (6.3 FTEF) and added to the inability of dependable open office hours at the different centers.

CDCD continues to affiliate with the Financial Aid Office, Cal Works, Single Stop, and Pathway Academy. The CDCD Chair plans to include affiliates in annual regional career development workshops and the end of the semester retreat.

CDCD chair and counselors participate in various committees and special programs: academic senate, union, enhanced orientation, internship supervision, student equity committees, Gates planning grant and Bridge to Success.

Since the Student Equity Hearings, CDCD continues to work towards improving job placement information and dissemination for on campus jobs to students. Difficulties continue to arise since the job announcement tool was not improved nor was it linked to the new hiring online procedure.

The elimination of Career Connection as of the end of the 2011 Spring semester will leave the job placement services at CDCD in jeopardy. If not replaced, it will jeopardize and limit services to students at a time when there is an increase in student/alumni requests for job placement information and employers' requests for posting jobs.

The pending retirement of classified personnel will radically affect the hours of operation and functionality of the Ocean Campus Career Center. CDCD will not be able to hire or rehire student workers without supervision and neither the Chair nor the faculty will be able to absorb the work load left vacant if classified Is not replaced. Therefore, CDCD requires replacement if CDCD is to remain functional.

3. Summarize your department's progress since the last program review on implementing your six-year plan for reviewing all courses, programs, projects, and services. Please also update the Excel spreadsheet that contains your timeline for this review and for the assessment of student learning outcomes. If your unit does not offer courses, use this space to discuss your plans for assessing your administrative unit outcomes.
• Class presentations have increased along with follow-up and extra-credit assignments linked to accessing career services. Career surveys show an increase in learning and confidence.
• Online Resources are currently not functional pending completion of the web-page migration.
• CDCD continues to plan for the annual Spring Career Information Fair and the Fall Holiday Job Fair.

Use the following chart to indicate your plans for SLO processes and Curriculum Committee updates for each of your courses and programs. Use the following key when completing this chart:

A  We plan to conduct our assessments this year
E  We plan to examine the results of assessments, and make plans for improvement
A+E  We plan to conduct the entire SLO process for this course/program
CC  We plan to update course/program through college’s Curriculum Committee

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4. **Summarize your department's progress since the last program review on the plans for improvement in courses, programs, projects, and services based on the assessment of student learning outcomes.** If your unit does not offer courses, use this space to discuss your progress in improving your services based on the assessment of your administrative unit outcomes. What is working particularly well? Are there items you need help with?

CDCD has continued to assess and evaluate services using pre and post Career Surveys. Career Connection continues to receive employer postings and student placement. (See Attachments A and B.)

5. **Summarize your progress to date on the major objectives you identified in last year's program review (excluding progress already cited in #3 and #4).**

CDCD offices at the Ocean Campus continue to lack privacy and confidentiality. In addition it lacks adequate space for all full-time and part-time counselors as well as interns, affiliation counselors and recruiting employers.

CDCD added LERN 62 online successfully. Registration in both LERN 61 and 62 both carry over 40 students per semester.

LERN 64 (financial planning for academic and career success) instruction has returned to FAO instruction with CDCD presentations by request. As a lab class it is capped at 25 students.

LERN 68 (career coaching for youth workers) was offered under grant funding for the spring semester but did not receive enough publicity and therefore was cancelled with less than 20 enrolled. Meetings are planned to refocus and enhance efforts in marketing the course for on-campus career coaching.

The on-campus job link [www.ccsf.edu/jobs](http://www.ccsf.edu/jobs) continues to announce open jobs on campus for work-study or lab aide students. Departments continue to have difficulty using the site and others continue to not post their jobs prior to hiring which limits access of information to students. Since this site was not directly linked to the new hiring procedures, many departments avoid using it.

Career Connection will be eliminated as of July 1, 2011; therefore a Job Placement Task Force has been meeting to evaluate the online tools presently in use at other community colleges that assist colleges in referring students to both on campus and off campus internships and jobs. Under grant funding, the Task Force has recommended that NaceLink-Simplicity be considered as a replacement tool for Career Connection. In addition the Task Force initially recommended the tool be housed in the CDCD and the go ahead was given to create a job announcement for a Job Placement Counselor that would be responsible for managing the tool and coordinating with departments for better job and internship placement outcomes. These recommendations are presently on hold and CDCD is concerned that it will not get the replacement tool that it requires to maintain job placement services to students and alumni.

Anticipation of retirement has been looming for both classified and certificated personnel at CDCD. The department fears that neither will be replaced, which will place the CDCD Career Centers in immediate jeopardy since it covering the front office with career counselors is not possible at the Ocean Campus.

Affiliation continues to take additional time and effort from the Chair to provide hiring, evaluation and other related services.

A pre and post career survey is now used to assess and evaluate our classes and other services.

The first meeting of the Career Development Advisory Committee is being planned for the end of this semester after deciding what employers will be included.

Career counselors participated in the enhanced orientation pilot that was taught successfully during summer 2010. Similar orientations will again be provided for the students of Bridge to Success.
6. What are the department’s major objectives for the 2011-12 academic year? Cite linkages, where applicable, to college plans. You may also cite linkages to the department’s review of courses, programs and assessment of student learning.

Support the Ocean and Mission Campus Career Centers by providing front desk coverage to include supervision of student assistants.  
Strategic Plan 1.1

Create a new student program to train on campus student Career Coaches – Peer Advisors linked to LERN 68, Career Coaching for Youth Workers.  
Master III 3.7, 4.2

Create .5 unit course seminar series to include Job Placement, Interviewing, etc.  
Strategic Plan 5.1

Replace Career Connection –job placement tool with an up to date online tool to assist students and alumni in job and internship placement.  
Master III 3.7

Link the on campus job placement tool to the new hiring online resources.  
Master III 3.7

Continue to collaborate with CTE department to enhance learning outcomes in job readiness and job placement.  
Master III 9.3

Continue to work with employers interested in working to access job information to students and alumni.  
Master III 4.4

Bonus Question for 2010-11: What progress has your department / program made on the college-wide initiative to improve textbook affordability and access for all our students? Please indicate what discussions you have had and what strategies you have developed to combat the high cost of textbooks.

All books taught though LERN 60-68 are low cost and affordable. Additional handouts and booklets are provided to students free of charge.
New Resources Needed

First Priority

☐ ☑ This is a new request  ☑ We initially made this request in our ________ Program Review

Project Title: Online Job Placement Tool (to replace Career Connection)

Brief Project Description: Career Connection is phasing out and CDCD needs to replace it to continue serving students, departments and employers.

Timeline: July 1st, 2011

Rationale: Having an online job placement tool is essential to the job placement services offered by CDCD. It provides employers interested in CCSF to place jobs online and for students and alumni to seek job announcements in one centralized location.

Links to Plans:

Staffing Needs: Presently Career Connection requires a pt Staff person with Career/Job Placement background that screens employers and assists them in posting their jobs. Therefore, a new tool would require minimally a pt Staff person to continue the work now done through Career Connection.

Equipment Needs: Computer

Supply Needs: Computer-related

Facility Needs:

Request for Additional Units:

Second Priority

☑ ☑ This is a new request  ☑ We initially made this request in our ________ Program Review

Project Title: Grant-funded Job Placement Counselor

Brief Project Description: The Job Placement Counselor would be a marriage of the many job placement services now offered through CDCD among 5 different counselors and chair. This position would also replace the pt Staff person and the primary Career Counselor coordinating Career Connection. The position would also allow for CDCD to enhance its job services to include internship coordination for academic credit, special job placement efforts with departments, and the coordination and management of job placement online, social media and blog.

Timeline: Fall 2011

Rationale: With the loss of Career Connection, the pt Staff person and the pending retirement of the Career Counselor coordinating Career Connection, CDCD would not be able to continue serving students and alumni appropriately in the area of job placement announcements, screening and referrals or in working with departments and employers.

Links to Plans:

Staffing Needs: 1 FT Career Counselor

Equipment Needs:

Supply Needs:

Facility Needs:

Request for Additional Units:
Career Development & Placement Department

SLO – Update and Plans

Career Connection

Enhancing Student Employability Through Internships, On-the-Job Training and Volunteering

CDPC’s (CDCD) online job listing web site, Career Connection, has been identified as a source of student internships and volunteer positions to enhance student’s knowledge of the world of work, employer expectations and career exploration. During the Fall 2009 CDPC (CDCD) staff began contacting academic departments to collaborate on the listing of internship positions developed through advisory groups, employer connections and staff contacts. Separate and distinct categories for internships and volunteer positions were created on the web site to facilitate easier access by students.

Spring 2010 Goals/Plans
1. Contact at least 10 additional departments for collaboration
2. Continue as a member on the Career and Technical Education Committee to report on progress and develop additional contacts
3. In late spring contact all employers hiring student interns/volunteers for feedback on students
4. Identify a student focus group to assist in evaluation of this process and make any needed modifications for Fall 2010

Career Connection Statistics 2010 (Q1, Q2, Q3, Q4)

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Summary of Activities 2010

CCSF Departments Contacts
We have developed contacts in thirteen CCSF academic departments (representing forty-one programs) for an instant job alert email system to begin in September 2010. We also have ninety-seven instructors in these departments that will be receiving these job alert emails.

We are working with two departments to provide a customized site specific to their needs. The Health Care Interpreter Program wanted a job site for use by their students, alumni and employers. This prototype will be initiated in the fall and after some review, we plan to share with all interested departments. Another request concerned a separate job category to feature only jobs in that industry. Real Estate felt there were so many different types of positions within the Real Estate field and wanted all of them listed under one umbrella category: Real Estate. This will be launched in September as a prototype also and evaluated as to its effectiveness before offering this to other departments. Continued membership on the CTE committee and attend all meetings throughout the year.
Internship Focus
Due to the declining job market we have been experiencing, a decision was made to focus more on the
development of internships for this year. As a result, Career Connection has had an average of 50
intern/volunteer positions per quarter with 35 CCSF students being hired in paid internship positions and 25
hired in unpaid internships (over fiscal year). We expect this trend to continue and increase in the coming
year as we reach out to more departments. We have also received internship requests from
Congressional and City legislators and have placed students in these positions (Minority Leader Nancy
Pelosi’s office).

Partnership with US Census
Career Connection was approached by the US Census Bureau to assist in recruitment for meeting their
employment goals for the 2010 census. We were able to post banners on the site to announce testing,
place job orders and set up communication between the bureau and potential student employees. We
received a letter of commendation for our assistance.

Federal Government Job Postings
One of the benefits of the federal government agency participation in the career fair was an increase in
job postings for jobs with federal agencies in the SF Bay Area. We have been in close contact with five
agencies that wanted to recruit more community college students and found Career Connection an
ideal partner. These job postings will begin in September.

Web Site Enhancements
There were four areas of significant enhancements made this year:
1. Increased the number of job categories by four: Paid and unpaid internships; on campus job link;
   Civil Service; and non-profit agencies. These changes were needed to accommodate the
   increased job postings and to make it easier for students to find these specific jobs.

2. Added eight new categories/departments to the existing job categories:
   Environmental to #2 (Technology)
   Trades to #3 (Construction)
   Fashion to #4 (Graphic Arts)
   Travel/Tourism to #7 (Food Service)
   Community Service to #9 (Social Services)
   Athletics to #11 (Public Safety)
   Lab Science to #14 (Biotech)
   Journalism to #15 (Arts)

3. Added four choices to the search function to give students more ways to search the data base
4. The web master has upgraded and enhanced the verification process so it has become much
taster and easier to verify employer communication on hires.
Attachment B

Student Learning Outcomes – Fall 2010
Grant Project with CDCD/GNBS

The students of GNBS were given a pre and post Career Survey of 25 questions. Five questions pertaining to the workshops presented to the three sections of GNBS were then highlighted and analyzed to see if the students answered differently and with more confidence after participating in the in-class career workshop and the required follow-up assignments. Although there was a gap in the number of pre surveys answered and post surveys answered in all three sections, the overall response was that students did in fact increase in their confidence by answering "Always True" and "Most Often True" after participation and completion of the career workshop and follow-up assignment.