UNIVERSITY OF HAWAII MAUI COLLEGE
ANNUAL ASSESSMENT
CAREERLINK AND COOPERATIVE EDUCATION
2012-2013

INTRODUCTION:

OVERVIEW OF THE PROGRAM

The faculty CareerLink Director/Cooperative Education instructor looked forward to reviewing the Program Review in spring 2013 as indicated by Administration. Unfortunately, no discussion has taken place thus far. With no feedback to attempt to provide a comprehensive Annual Program Review, the faculty member continues to solicit feedback from other campus colleagues to identify, and create measurable in alignment with industry standards as students’ prepare to enter the dynamic workforce.

Historical records of the former faculty member retired in 2006 as her computer expired. Unfortunately, program information was not extracted or backed up. Boxes of papers, manuals, and other information exist, as the current faculty plans to review and sort through the information during winter break, to uncover relevant material, dispose and shred unnecessary information, and convert data to electronic files.

CareerLink is the departmental name established in 2011 at University of Hawaii Maui College (UHMC) that provides students service assistance with career readiness skills. CareerLink provides online job search skills on and off campus, mock interview preparation, resume and cover letter assistance, workshops for our various academic programs and community partners, career and job fair events and outreach within our community to promote our services.

Cooperative Education is a function within CareerLink that provides academic support for students. Students may earn academic course credit by fulfilling internship hours within their major at an employer site. Students are required to participate in on-line assignments via Laulima, and are mandated to personally meet with the instructor and attend monthly seminars to obtain soft-skills training, individual assistance, and information to prepare our students to enter the workforce with employer benefits, policies, procedures, and behavioral expectations. Application and exposure to career life skills are necessary for all UHMC students to transition from the educational setting into the dynamic challenging workforce.
I. PROGRAM MISSION STATEMENT:

A. Mission and Vision of the College

University of Hawai‘i Maui College is a learning-centered institution that provides affordable, high quality credit and non-credit educational opportunities to a diverse community of lifelong learners.

We envision a world-class college that meets current and emerging Maui County education and training needs through innovative, high quality programs offered in stimulating learning environments. The college mission, goals, and actions will be guided by the native Hawaiian reverence for the ahupua‘a, a practice of sustaining and sharing diverse but finite resources for the benefit of all.

B. Mission and Vision for each Program

The mission of CareerLink is to create quality career options and opportunities for University of Hawai‘i Maui College (UHMC), University of Hawai‘i Center- Maui students and graduates in response to the dynamic economic and workforce development needs of Maui County.

**CareerLink** student services program vision for the next five years is to:

- meet and exceed the annual goals for CareerLink
- upgrade the data collection, tracking and reporting system of our business partners, students, graduates, and job placement services.
- institutionalize the job placement and workplace readiness coordination component within the various academic programs.
- strengthen the workforce development of employer partnerships between the campus and community.
- advocate to increase staff support and improve campus-wide and community based initiatives.

**CareerLink goals** are to:

1. Provide quality one – stop employment development and career services to students, graduates, alumni and Maui County community members.
2. Serve as the main career and employment resource opportunity site related to our customers’ educational, professional, and personal goals.
3. Be the preferred portal for the business community to access qualified collegiate candidates for their employment needs.

**Cooperative Education** is a function of CareerLink to create quality internship experiences with our valued corporate partners, government agencies, non-profit organizations, and small businesses. Linking UHMC students with our employers prepares our students with career readiness skills, valued work experience, and networking opportunities that may lead to future job placement in their academic major.
Internships help students to identify possible academic and career path choices which create smooth transition from an educational setting to a workplace environment.

**Cooperative Education** academic services program **vision** for the next five years is to:
- meet and exceed the annual goals for Cooperative Education
- upgrade the data collection, tracking and reporting system for Cooperative Education and internship success stories that have led to job placement.
- prepare our students with career readiness skills and expected employee behaviors to enter the workforce.
- strengthen the workforce and internship development partnerships between the campus and community.
- advocate increasing staff support to improve outreach of internship development partnerships for academic programs between the campus and community

Cooperative Education goals are:
1. Act as the liaison between the College’s educational programs and the business community for assessment of institutional and program effectiveness for student career readiness skills.
2. Institutionalize the Cooperative Education academic program and internship placement amongst all career technical education (CTE) programs, certificate and degree programs, and non-credit programs.
3. Increase student enrollment from the various academic programs. Collaborate with other department chair and program coordinators to encourage cooperative education to be required as part of their curriculum and graduation requirements.

We will accomplish and fulfill the mission and goals of CareerLink and Cooperative Education by:
- Providing adequate staffing of professionals whose educational and background experience build a platform to network and bridge the gap between the community and campus partners by industry.
- Establishing a comprehensive accessible, responsive and proactive service center for various types of students that maybe degree seeking, non-credit, and community lifelong learners.
- Offering technical support and assistance to obtain internships, job placement, mentorships, career shadowing, workshops, and other career development experiences
- Guiding our students and customers towards reaching their goals of course completion, academic advising, and degree obtainment.

**II. Outcome and Goal Achievement:**

**A. Analysis of Program Outcomes and Goal Achievement**

The Program Learning Outcomes for CareerLink and Cooperative Education are:
The customer (students, graduates, alumni, and community members) that receive CareerLink student services, shall be able to

1. Access and utilize computer based technology for effective job search tool. (use of CareerLink online, Facebook, Instagram, LinkedIn, and other on-line job database and social media marketing resources)
2. Create chronological and functional resume, cover letter, and thank you letters. (solicit on-line career readiness database services to use as resources)
3. Customers may schedule mock interviews with staff or employer partners to receive tips on how to respond appropriately to interview questions tailored to industry standards. (solicit professional from the community to provide industry support and CareerLink staff will coordinate logistics)
4. Interpret results of self-assessment analyses for use with Career Connections online. (Over the past year Career Kokua and Ferguson’s are additional resource assessment tools used. Collaboration being formed with new Career and Transfer Counselor Cheryl Reitz)

The program outcomes for students enrolled in the academic program of Cooperative Education will obtain work-based learning experience and shall be able to

1. Demonstrate knowledge of basic workplace expectations and related employment issues. (seminars and field work)
2. Apply basic principles, concepts and skills from their educational field. (field work)
3. Demonstrate effective communication skills. (seminars and field work)
4. Apply basic principles of human interaction, motivation, and learning. (seminars and field work)
5. Analyze and resolve common workplace situations / problems. (seminars and field work)
6. Identify career options in their field. (seminars, field work, on-line)
7. Design a basic career portfolio for use in the job search process. (seminars, on-line)

B. Analysis of Student Outcomes and Goal Achievement

The general 2012-2013 Goals for CareerLink and Cooperative Education included:

The CareerLink Goals for 2012-2013 (Fall, Spring, and Summer) included:

Goal 1: achieve 650 student contacts through CareerLink usage.
• With additional CareerLink staff added in April 2013, our goal is to increase customers serviced from 650 to 900 student contacts annually.
Outcomes:
• 924 students visited the CareerLink Center in Ka Lama 207 for a range of services including resume and cover letter assistance, career assessment, online job application assistance, student employment (on and off campus), internship information, job placement services, phone call, emails, and employer visits.

Goal 2: promote outreach of CareerLink services through campus event, classroom visits, and community type events and achieve 650 student and community attendees.
• With additional CareerLink staff added in April 2013, our goal is to increase customers serviced from 650 to 900 student contacts annually.

Outcomes:
• 1354 intermediate and high school students and employer contacts reached. This number captured participation of on and off campus-wide events such as New Student Orientation, Transfer and Career Fair, Hana Education Center, Molokai Career and Resource Fair, and Lanai Education Center Outreach, Haleakala National Park Internship Program, Kamehameha Scholars program, and Maui Waena Intermediate School visit. (See Appendix A – Community Events CareerLink participated in Community site Events)
• This number does not include on-campus outreach to the various academic programs such as automotive, carpentry, early childhood, business, and culinary classes providing workshop assistance with cover letter and resume assistance.

Goal 3: improve training of students’ on-line SECE (Student Employment and Cooperative Education) registration database to help students solicit on-campus employment needs. For existing employers on SECE provide training about CareerLink online and have employers create their profiles to share off-campus employment opportunities with students.

Outcomes:
• 125 UH and 118 non-UH employers registered on SECE and did not close jobs as they were filled by applicants. This created problems for students complaining of job vacancy postings and the reality jobs had already been filled. Training was provided with UH and non-UH employers to better familiarize them how to close and open positions.

Goal 4: Utilize and promote CareerLink Online to provide better tracking of students, alumni, and employer information.

Outcomes:
• History of CSO (Career Services Online) referred to as CareerLink Online for UHMC campus. After four years of trying to institutionalize CSO for all UHCC campuses, the project finally commenced Summer 2012 as Perkins funds provides use of CSO through UHCC’s Systems Office. This is a great investment in our students and employers to utilize the CSO database.
• Summer 2012, the UHCC office Marketing team indicated development of a full media blitz to provide employers and students advertisement statewide about the new database.

• The UHCC campuses agreed to change CSO’s name to “Job Center”. Employers and students would access the link from the UHCC home web page. Each campus logo was identified in a different color to identify the different campuses scheduled for deployment December 2012.

• Unfortunately, the media coverage blitz did not occur in the timeline shared from UHCC. Therefore, CareerLink Director decided to move forward and create promotional cards to distribute to students and employers and renamed CSO to CareerLink Online for UHMC. Employers and students access CareerLink Online through www.maui.hawaii.edu/careerlink/home (See Appendix B – CareerLink Online promotional cards and Appendix C – CareerLink Online Report and Data).

• May 2012, the Annual CSO conference provided staff with better knowledge on how to utilize CSO, other resources to enhance tracking and marketing efforts, and able to network with other universities. By networking staff connected with 19 universities nationwide.

Goal 5: implement the Perkins IV Intervention Strategy 2012-2013 grant.

Outcomes:
• Two attempts were made late 2012 and early 2013 to fill the 2011-2012 Perkins Grant job titled CTE College Liaison position. Sadly, administration was not satisfied with the pool of candidates received. On both occasions, without backfill of this position, the CareerLink Director and staff executed initiatives of the grant as best as possible. UHMC returned $33,000 of an $83,000 funded grant that could have provided a staff position through June 30, 2013.

• Peer Aide 1 (Crystal Ceballos) student assistant backfilled as the CTE College Liaison as she performed work of a staff member and is one of the highest paid student hires at our campus. Crystal has earned this title from being employed since 2009 as she continues to support the Perkins initiatives while pursuing her Bachelor’s Degree in Public Administration from West Oahu College. Crystal received the 2012-2013 Award for the Most Outstanding Student Assistant, this recognition proves that her dedications to service UHMC students are recognized campus wide. Her positive demeanor and work ethics allowed the program to succeed as she recruited and tracked data requirements to meet the grant objectives.

• 2012-2013 Perkins grant provides funding for a student assistant to support CareerLink with recruiting activities, clerical duties such as inputting data, creating flyers, and data collection for the CTE programs and assistance with graduate follow-up and data needs. (See Appendix D - Perkins Title I Career and Technical Education Award)
**Goal 6**: improve graduate survey completion and data collection to actively solicit graduates to seek CareerLink assistance with job placement efforts.

**Outcomes**:
- Historical data of Graduation Survey results over the past years: A lowly 30% response rate was achieved during 2010-2011. The 2011-2012 produced an 80% completion rate. 2012-2013 achieved a significant 93% completion rate. Phenomenal teamwork and collaboration of all CareerLink staff members and campus member partnerships allowed this significant achievement to be completed over the past few years!
- CareerLink staff actively participated with the Graduation Committee efforts to increase completion of the graduate survey. Tables were set up outside Paina during peak lunch periods and in front of Student Life as graduates arrived to pick-up graduation tickets. Most of the students completed the graduation survey prior to graduation day. Staff focused on and obtained missing surveys from graduates who arrived to the ceremony.
- CareerLink staff works hand-in-hand with Program Coordinators and Department Chairs to track graduates from each program. (See Appendix E – Graduate Survey Questions 2013 and Appendix F - Graduate Survey Results May 2013)

**The Cooperative Education Goals for 2013-2014 (Fall, Spring, and Summer) included**:

**Goal 1**: enroll at least 100 students in Cooperative Education and obtain 10% of students with securing job placement internship experience.

**Outcome**:
- A total of 124 students officially enrolled in Cooperative Education 2011-2012. 15% of co-op students had been job offered as a result of their internship experience. This equaled to 18 students from the various academic programs. (See Appendix G – Cooperative Education Data fall 2012, spring 2013, and summer 2013)

**Goal 2**: achieve a completion rate of at least 95% for enrolled Cooperative Education students.

**Outcome**:
- A total of 124 students officially enrolled in Cooperative Education 2012-2013. 98% of students passed with a C grade or better.

**Goal 3**: enroll at least 25 student interns in the County of Maui internship program.
Outcome:
• Once again, Maui County awarded UH Maui College Cooperative Education Instructor a $50,000 Partnership Grant Award to allow student interns a paid internship as they are mentored by any department within the County of Maui.
• County Co-op enrollment serviced 28 students. A comprehensive report provides data for County of Maui interns from 2011-2012 cohort. (See Appendix K– Maui County Final Report)

Goal 4: assure timely completion of current grant contracts and reports. (County of Maui, Perkins, and others).

Outcome:
• writing grants to meet specific funded initiatives requires a significant amount of time to prepare reports and proposals. Over the past year three grants had been submitted. Two of the grants had been awarded, the Maui County ($50,000) and Perkins Title I, Career and Technical Educational Award ($83,000) grant.
• $33,000 of the $83,000 award was returned back to UHCC System’s Office, the Cooperative Education Instructor decided to submit two other grants since funding was available. Perkins Carry Over funds request for a CTE Portable Computer Lab ($25,000) and Spring 2014, UHCC Part-Time Student Project Maui College Childcare Proposal ($58,000). More information will be provided in the next annual Program Review.

Goal 5: complete a reference manual for Cooperative Education and CareerLink including standard operating procedures, best practices to ensure compliance with current federal, state, and industry standards.

Outcome:
• CareerLink and Cooperative enhancements occur every semester to better improve efficiencies amongst staff members. A basic set of guidelines has been reviewed and revisions have been made. This is an ongoing project to revise guidelines and create online tutorial tools through use of video or power point or Prezi to help both Staff and Student Assistants to use current technology to assist with current industry practices.

Goal 6: create videos and use of existing location to provide innovative outreach to market and promote internships, job placement, and employer expectation of students.

Outcome:
• Each semester Cooperative Education instructor video tapes final presentations of students sharing about their internship experience. The Chancellor encourages use of videos to provide short employment tutorial videos for students.
• A student intern helped to create two videos; How to Dress for an Interview, and How to Prepare for an Interview. Video have been converted to a link to share with students. Due to lack of funding, new equipment, and a busy UH Media Department, this continues to be a working goal in progress.

• After attending the CSO Annual Conference, staff learned about Career Spots. Career Spots provides videos for over 250 Career Centers Nationwide. Grant funding for educational material will provide use of these videos to sync with CareerLink online. This is a work in progress to debut later 2013. Visit www.careerspots.com (See Appendix L– Career Spots)

Goal 7: solicit employer donations to Cooperative Education through UH Foundation account.

Outcome:
• ongoing progress with this initiative. As funding sources from several grants may cease in the next few years, Cooperative Education instructor plans to strategically create Corporate sponsorships of employers with paying for Career Spots, or making a donation to the Coop program.
• CSO is currently paid for by UHCC Perkins funds, it is uncertain if funding will be provided 2014-2015. The suggestion to provide business the opportunity to sponsor use of CSO for our campus is forthcoming.

Goal 8: continue to solicit other sources of funding to assist Cooperative Education (internships) from private, public, and/or federal sources.

Outcome:
• writing proposals to support the Cooperative Program requires considerable time and resources to execute grant initiatives. The Cooperative Education Instructor must be mindful with prioritizing tasks and multi-tasking efficiently in order to accomplish these goals.
• two staff positions (Melissa Kunitzer & Tracy Fujitani) have resulted in the C3T(2) grant award through 2015. Staff members collaborate well and are making significant contributions towards CareerLink as both are lecturers in their respective academic disciplines. Cooperative Education instructor mentors both staff members with interactive class presentations and ideas to collaborate across campus to solicit both students and employers towards UHMC.

Goal 9: recruit industry partners to create an advisory board for CareerLink and Cooperative Education programs. Build a network of industry partners that mentor and hire UHMC students.
Outcome:
• In process. As of August 2013, 154 industry partners have participated in the past two years providing internships and employment opportunities for UHMC students.
• Efforts to uncover archived information of past industry partners will further provide an extended or renewed relationship connection with our community. Rebuilding these relationships will help provide a greater network of partners for UHMC students.

C. Action Plan

STRENGTH

CareerLink

• CareerLink Director’s external background experiences demonstrate flexibility --- a willingness to try new things, higher degree of professionalism standards for students that employers appreciate, and improved work process efficiencies.
• CareerLink offers services to students, employers, and alumni free of charge. Community member(s) that are not enrolled at UHMC will be supported in a prioritized manner.
• CareerLink offers career resources and tools to students and alumni that are accessible anytime and anywhere via on-line services.
• CareerLink staff is very dedicated – 1.0 FTE faculty, 1.0 FTE Office Clerk III (Laurie Kimura) and two recent additions funded by the C3T Round 2 (Rural Hawaii) Grant, 1.0 FTE Internship Coordinator (Melissa Kunitzer) and 1.0 FTE Internship Technician (Tracy Fujitani). Staff members continually reflect their commitment to UH Maui College by working late hours, and weekends to accomplish program tasks and objectives to ensure successful participation of night and weekend events.
• CareerLink Director continues to mentor and provide opportunities for professional development for all staff members.
• CareerLink team members are extremely helpful and motivated to help all students, making sure that students feel comfortable utilizing services.
• Offering a consistent service and data tracking methods with using hawaii.edu Google Drive account to assist with appointments tracking, walk-ins, and all other visits and requests.
• Staff is flexible with adjusting and adapting to UH Maui College and community needs.
• Staff provides excellent customer service and career development services to students and community members.

WEAKNESS

CareerLink

• Insufficient staff to support campus-wide initiatives. Linda Johnsrud shared that “Internships” are a priority being recognized system-wide. However, funding for those respective departments is not supported fiscally.
• 1.0 FTE supports both duties, CareerLink (student services) and Cooperative Education (academic support) duties.
• Lack of familiarity of CareerLink services amongst all students and faculty.
- Possible private and external funding opportunities missed.
- Difficulties in tracking a “Report a Hire” through CareerLink online or job placement of CareerLink visitors.
- Insufficient training to provide full services to student with individual needs (i.e. special needs, disabilities, limited skill sets)
- Visibility and education of Alumni that CareerLink services are still accessible even after graduation or being in between jobs.
- Improve identification of current and future employer partners for internships, career shadowing, mock interview and advisory board participation.

**STRENGTH**

**Cooperative Education**

- Cooperative Education instructor’s ability to relate with students being a Maui resident as she has extensive networking relationships established over years that crosses many industries.
- Cooperative Education prepares students with life skills that will be extremely valued beyond their educational goals.
- Cooperative Education maybe taken by all students regardless of the academic program a student might be majoring in.
- Cooperative Education provides paid internships for students to take advantage of from various PAID internship agreements with Maui County and Rural Development Program (RDP).
- Cooperative Education faculty prioritizes students enrolled in the academic classes over all other duties.

**WEAKNESS**

**Cooperative Education**

- Ability to network and provide funding to national events to participate in the National Commission for Cooperative Education (NCCE) membership to become familiar with other university and college cooperative educational programs.
- Although there is participation by some academic programs on campus, as a whole, participation is below expectations. The responsibility for student participation should be a joint effort with the academic programs and the Cooperative Education instructor.
- Curriculum design and articulation agreements per academic program throughout the UHCC campus should be aligned. The only program Cooperative Education services include Business Technology as faculty from each campus supports these initiatives and meets annually to review and discuss curriculum changes.
- Many outreach events were declined due to faculty members unwillingness to relinquish classroom time with campus student services programs to better inform students of other career or internship opportunities.

**III. Engaged Community:**

- Attendance to hotels and business partners Career Fair participation.
Attendance to high school career and college fair events helped high school students to encourage awareness of UH Maui College programs and services. CareerLink hosts a campus and community Career Fair event in Fall and Spring semester. Attendees from various employers and community members attend these events.

Visits to various internship sites to share about Cooperative Education program are ongoing.

Synergetic relationship with Workforce Development to enhance community outreach of UHMC and collaboration with RH1 grant directors continually evolve.

Membership in various community groups such as Society of Human Resources Management (SHRM), the Maui Native Hawaiian Chamber of Commerce, and various political campaign events continue.

**IV. Recognize and Support Best Practices:**

Collaboratively both programs CareerLink and Cooperative Education require use of innovative technology in order to incorporate “best practices” into pedagogy. As a higher educational institution increasing student engagement to be aware of our services will result in increased enrollment, increased graduation completion rate, and increased job placement. With that said, over the past years, revitalizing CareerLink and Cooperative Education services are in order. Use of social media evolves from Facebook to Instagram, Pinterest, and LinkedIn. CareerLink online helps to facilitate an online process for students, alumni, and employers.

**V. Planning Considerations:**

Improving marketing and promotions of students success stories are critical steps required to engage and increase student awareness of both programs throughout Maui College. One of the strategies to implement on campus is creating a better presence at other buildings instead of only Ka Lama building. This initiative is meant to outreach to our Liberal Art student majors in hopes to increase Cooperative Education enrollment.

Promoting employer feedback by sharing specific “soft skills” students should have prior to entering the workforce. By using videos to showcase our different partner sites, students will see and hear mentor’s feedback of specific skills sets required to become a successful employee.

**VI. Budgetary Consideration and Impact:**

1. **Heavy Duty Cross Cut Shredder, Fujitsu Scanner, and a Silhouette Cameo Cutter**

   TOTAL = $3,000
Justification:
*Heavy Duty Cross Cut Shredder* is needed due to the incredible amount of sensitive paper materials that were archived over the years. Outdated sensitive records are stored sometimes in multiple copies. Current industrial shredders on campus require replacement as they near expiration, the motors are ready to die.

*Fujitsu Scanner* is needed for students who are required to submit information such as resumes and signed cover letters online to employers or internship sites. Many students don’t have a personal scanner to perform this function.

*Silhouette Cameo Cutter* is needed to create vinyl marketing material to constantly update our public posted banners. The initial cost of the cutter will eliminate recurring $200-$300 expenses incurred every semester as CareerLink outsources services to a local vendor. Purchasing this equipment will allow CareerLink to save money and update our own banners for job and career fair events.

2. Annual updated operating system software, multiple Adobe Acrobat Pro XI licenses = $2000 (5 computers x $400) and upgrade to Windows 8 ($150 x 7 computers).
   
   Adobe Upgrade Cost = $2000 + Windows 8 Upgrade Cost = $1050
   TOTAL = $3,050

Justification: Currently we are using Windows 7 for our desktop operating systems (five staff members and two student assistant computers). Upgrading to Windows 8 is inevitable for CareerLink to be updated with current technology advancements as IT plans to implement these updates in Fall 2014. Staff computers will require upgrades to remain current and mirror the evolving business trends use of new technology.

3. Operational office supplies and materials estimated cost per year, (5 printers toner cartridges, paper, pens, basic office supplies or $5,000/yr.)
   TOTAL = $5,000

Justification: Currently CareerLink and Cooperative Education require a minimum of $5,000 per year to support operational student needs. However, this estimated cost does not account for inflation.

4. Increase Personnel requirements: 1.0 FTE faculty member, 1.0 FTE Administrative Professional Technician, and at least four student assistants at a part-time rate.
   TOTAL = $250,000

Justification: To appropriately service our growing student population to address the graduate survey projects and to prepare for possible Alumni outreach, and increase employer partnerships amongst the various industries, this conservative number of personnel requirements maybe increased over the next few years.