

# ANNUAL DEGREE PROGRAM ASSESSMENT, PLANNING AND BUDGET REPORT

## 2014-2015

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### *Program Descriptions:*

**CareerLink** provides Student Services for UH Maui College (UHMC) students, graduates, and alumni with career readiness skills, personal assessments, and exploration to seek internship, jobs (on/off campus) services, and assistance to improve or develop employment skills.

**Cooperative Education** is an academic program that provides UHMC students with course credits towards their academic major with a structured method of combining classroom-based education with practical work experience.

1. Briefly respond in 100 words or less for each cautionary and/or unhealthy Quantitative Indicator (II):

- Not applicable. However, CareerLink and Cooperative Education are essential programs that connect students with their future careers that lead to job placement and valuable networking skills.

CareerLink:

More employers contacted CareerLink seeking student employees, while an increase students and alumni visited the center seeking assistance with employment documents, job searching, and internship opportunities. See Goals and Outcomes below.

Cooperative Education

We improved in identifying desired skills and qualifications employers are looking for in students and assist students to prepare for those opportunities.

- Two full-time CareerLink personnel are grant-funded that will expire in June and September 2015. Permanent staffing is needed to maintain and increase the level of service to students, alumni and Maui's community.

2. Industry Validation (check all that apply)(IV-A):

Advisory Committee Meeting(s) \_\_, How many? \_\_ Did Advisory Committee discuss CASLO/PLO? Yes\_\_ No\_\_

Coop Ed Placements ✓ Fund raising activities/events ✓ Service Learning \_\_

Provide program services that support campus and/or community ✓ Outreach to public schools ✓

Partner with other colleges, states and/or countries ✓ Partner with businesses and organizations ✓

Other Describe: \_\_\_\_\_

3. List PLOs (attach Program Map)(IV):

Not applicable for CareerLink.

Cooperative Education:

- Apply and integrate theories and skills learned in the classroom to real work situations.
- Refine skills sets, attitudes, insights and behaviors necessary to be successful and effective in the workplace and to meet industry standards.
- Develop and enhance their ability to function as contributing members of a work team.
- Develop self-confidence and self-esteem as professionals in the field.
- Establish professional networks and credentials for future employment and/or career advancement.

4. Instrument used for assessment (check all that apply) (IV-B):

CareerLink:

Work Sample\_\_ Portfolio\_\_ Project\_\_ Exam\_\_ Writing Sample\_\_

Other✓ Please explain: Surveys are used to track how many people visit the center seeking assistance, what services are rendered, event and workshop registration and participation/attendance.

Cooperative Education:

Work Sample✓ Portfolio✓ Project\_\_ Exam\_\_ Writing Sample✓

Other✓ Please explain: Oral presentation on internship experience, Lifestyle Assessments, Elevator Pitch, Sexual Harassment Certification, Finance and Budgeting, and Work Ethics.

5. Which course or courses did you use to assess PLOs and CASLO (IV-C)?

Not applicable

6. List strengths and weaknesses found from PLO assessment analysis (IV-E):

Not applicable

7. List CASLO assessment findings highlights (attach CASLO report) (IV-E):

Not applicable

8. Action Plan (III) and Next Steps (IV-G):

CareerLink

- a. PLO: Not applicable
- b. CASLO: Not applicable
- c. CareerLink Program improvement: Increase outreach to NSO and Liberal Art students to bring awareness and use of CareerLink services. Increase employment workshops to student and graduates in preparation for employment during the breaks and post-college.

Cooperative Education

- d. PLO: Strengthen the workforce and internship development partnerships between the campus and community.
- e. CASLO: Not applicable
- f. Cooperative Education Program improvement: With Liberal Arts comprising of 40% of our student body, we want to expand our outreach to this group and encourage non-transferring students to complete Career Assessments and Cooperative Education/volunteer internships. In doing these essential actions, Liberal Art students may increase their understanding of which program/major best suits them towards a career. Update the data collection, tracking and reporting system for Cooperative Education and internship success stories that have led to job placement.

**The general 2013-2014 Goals for CareerLink and Cooperative Education included:**

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

**Goal 1:** achieve 900 student contacts through CareerLink usage.

- Two additional CareerLink staff members commenced in April 2013. Therefore, our goal increased customers serviced from 650 to 900 student contacts annually.

**Outcomes:**

- **1,129** 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 900 student and community attendees.

**Outcomes:**

- **3,402** 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, Baldwin Bears Fair, Ka Lima O Maui, Pacific Media Radio Group Job Fair, Lahaina Job Fair, and 2014 Maui College Graduates.
- This number 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. In addition, we provided services to Pai Ka Mana and Ku`ina Programs too.

**Goal 3:** create an improved website for students' to access SECE (Student Employment and Cooperative Education) through the CareerLink website. SECE hosts our on-campus employment needs for current students that meet eligibility requirements.

**Outcomes:**

- CareerLink staff created an improved website that provides sufficient information for students to access the SECE database. Students are encouraged to visit CareerLink for one-on-one assistance too.

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

**Outcomes:**

- 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 or from each campuses career centers link.
- Currently 1900 students and alumni have created profiles using Job Center. 1000 students actively utilize Job Center online on a regular basis to meet their employment and internship needs.
- Currently 315 employers post jobs annually for Maui College students.

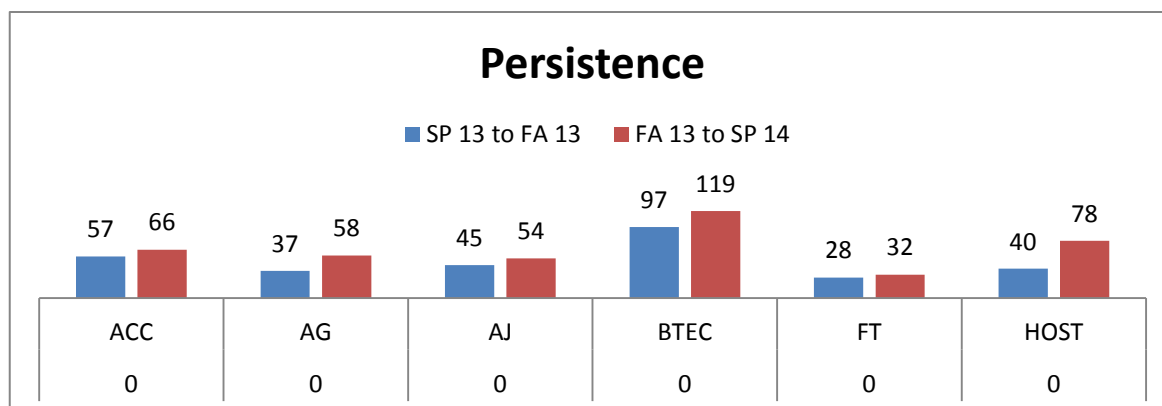
**Goal 5:** implement the Perkins IV Intervention Strategy called The Retention, Completion, and Career Placement Plan 2013-2014 grant, total awarded \$185,843. This grant was created in collaboration with Student Life and Molokai Education Center. CareerLink was responsible for **\$57,458** of the total award. Funding commenced on July 1, 2013.

**Outcomes:**

- A full-time Workforce Development Specialist (Kim Moore) was finally hired December 1, 2013. Funds that were not spent had been reallocated for student hire funds in 2014.
- Peer Aide 1 (Crystal Ceballos) student assistant backfilled as the Workforce Development Specialist 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.
- \$11,155 was not spent due to a five months of personnel savings from not hiring a full-time staff member.

Performance Indicators, Effectiveness Measures, Expected Outcomes (from proposal)	Results
<p>By the end of the first project year-Spring 2014, 29% of the targeted CTE students that did not persist. Our goal was:</p> <ul style="list-style-type: none"> <li>Clearly identified and provided with an intervention and/or referred to other campus or community services.</li> <li>Reduce the non-persistence by 5%, to accomplish a non-persistence rate of 24%.</li> </ul>	<ul style="list-style-type: none"> <li>By the end of the project year (Spring 2014), 15% of the targeted CTE students that did not persist were identified, emailed and called.</li> <li>At the end of the project year we reduced the non-persistence from 29% to 15%, reducing our rate by 14%, exceeding our goal or 5%.</li> <li>85% of students in Cohorts 1 and 2 did persist on from Fall 2013 to Spring 2014.</li> </ul>
By the end of the first project year-Spring 2014, twenty-five students from Cohort 1 and twenty-five from Cohort 2, will participate in the referral services by June 2014.	By the end of the project year, we had 10 students enrolled in Cohort 1, 7 of which were non-traditional students and 10 students enrolled in Cohort 2, 5 of which were non-traditional students.
By the end of the first project year-Spring 2014, five students from each (Cohort 1 and Cohort 2, or 20%) will re-enroll for a class in Fall 2014.	By the end of the project year, we had 142 students or 67% re-enroll for a class in Fall 2014.

	Program Enrollment		Persistence		Cohort Enrollment	
	FA13	SP14	FA13	SP14	FA13	SP14
<b>ACC</b>	106	96	57	66	31	32
<b>AG</b>	80	71	37	58	20	33
<b>AJ</b>	81	67	45	54	40	32
<b>BTEC</b>	156	152	97	119	47	55
<b>FT</b>	46	39	28	32	10	11
<b>HOST</b>	96	95	40	78	21	35



**Goal 6:** implement the Career & Technical Education Award of **\$25,309** from the 2012-2013 funds that was awarded in October 2013. This grant was called the CTE Portable Computer Lab to provide tablets and laptops for CTE students to utilize.

**Outcomes:**

- \$704 was not used. Materials and Supplies costs savings was incurred as a result of sale items and pricing adjustments of purchasing items in bulk.
- Florence Kahula, BTEC student, "Thank you for the CTE Portable Lab! I love it! It helps me to meet all my homework requirements."

**Goal 7:** implement the UHCC Part-Time Innovation Project called "Improving Part-Time Student Retention and Persistence by Providing Childcare – Referred as Imua and Maui College Childcare (IMCC) Grant was awarded October 2013. This \$58,000 grant provided certified childcare staff to operate the facility at Imua Family Services at Cameron Center. CareerLink staff worked with the Department of Health Services to certify Imua Family Services site to comply with State of Hawaii's stringent requirements to provide a certified childcare facility.

**Outcomes:**

- Due to Board of Regents policy changes, the grant was postponed two-months before we could publicize this program to recruit part-time students to participate.
- Two months of salary savings for three full-time staff members and two part-time student hires resulted in \$23,216.76 not spent.

**Effectiveness Indicators/Outcomes and Benchmarks**  
*(from approved proposal)*

In comparison to fall 2013 semester to spring 2014 semester, 15% of part time students served will increase their course load by 33%.

By providing childcare availability for 10-30 part-time students, participants will increase their semester G.P.A by 0.05%.

100% of part-time participants will complete a pre survey to determine the scope of childcare needs for UH Maui College students

100% of part-time participants will complete a post survey to identify how provided childcare impacts their student success of seeking a higher education.

This proposal will serve 25% of part-time Native Hawaiian students.

**Results**

**(If continuation project, also include prior year's outcomes.)**

43% of part time student increased their semester course load by an average of 52%

Out of the 14 IMCC participants 5 students increased their G.P.A by 0.05

Of the UHMC student interested in the IMCC project, 100% completed the pre survey.

100% IMCC participants were contacted for a post survey

64% of IMCC participants were of Native Hawaiian Ancestry.

**Goal 8:** 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 32% 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! 2013-2014 we achieved the same completion rate of 93%!

- 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.

### **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 131 students officially enrolled in Cooperative Education 2013-2014. 10% of co-op students had been job offered as a result of their internship experience. This equaled to 13 students from the various academic programs received employment from the County of Maui, Target, and start-up electronic businesses.

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

#### **Outcome:**

- A total of 131 students officially enrolled in Cooperative Education 2013-2014. 91% of students passed with a C grade or better. Though we didn't make goal, many students are unaware of the withdraw period as we aim to create increased awareness for students to withdraw from classes, failing to do so requires the instructor to issue a grade which likely impact a students G.P.A.

**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 31 students.
- \$49,936 of the budget was spent as projected as \$64 of the grant was not spent.

**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 required a significant amount of time to prepare reports and proposals. Three grants had been submitted and awarded, two Perkins grants and the UHCC Part-Time Student initiative discussed in Goals 5, 6, and 7.
- Since the Maui County Grant is tied directly to Co-op Ed enrollment, the outcome results are listed under Co-op.

**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.
- We implemented use of Career Spots in January 2014 as this resource provides videos for over 250 Career Centers Nationwide. Annual funding in the amount of \$2000 will be required to maintain this resource.

**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.
- As an employer partner, Hawaiian Cement donated \$500 to our program as we allowed them use of UHMC facilities to host leadership training.

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

- two Memorandums of Agreement were created summer 2014 to provide paid internships for students.
- \$900 was agreed to with the Department of Land and Natural Resources – Ahihi Kinau Project provided a paid internship for a Sustainable Science Management student.
- \$41,000 of funding for Kaho`olawe Island Reserve Commission (KIRC) to provided native Hawaiian students paid internship opportunities through 2015.
- two staff positions (Melissa Kunitzer & Tracy Fujitani) have resulted in the C3T(2) grant award through 2015. Currently, we are in the midst of writing an OHA grant due December 2014 to sustain these staff members from 2015-2017. The award notification will be shared in spring 2015.

**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 October 2014, 315 industry partners have participated in the past two years providing internships and employment opportunities for UHMC students. A 40% increase in employer partners joined Job Center online.
- 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.



9. Chart of resource needs (IV)

Budget request	Amount	Justification for how this will improves learning
11-month – Faculty 1.0 FTE	\$57,000	With the rising demand of internship opportunities, having an additional faculty member to provide more class sections to increase enrollment and outreach to students and programs.
Administrative Professional Technician (APT) Staff Band A – Level 1 – 1.0 FTE	\$36,384	<p>Losing the current two 100% FTE grant-funded personnel in September 2015 will affect the daily function and student support in the career center to UHMC students, alumni and employer partners</p> <p>By obtaining an APT position, stakeholders will receive continuous assistance with employment development skills, events, mock interviews, and employment and internship searching.</p>
Two A-2 Student Assistants	\$21,320	Student assistants greatly help assist visiting students
SurveyGizmo	\$2,400	<p>Surveys will be used to gather data from students/graduates on:</p> <ul style="list-style-type: none"> <li>• How their program best served them or needs to be improved.</li> <li>• Registration for workshops, services and events</li> <li>• Employment tracking</li> <li>• Services received and follow-up</li> </ul>
CSO Database-Outcome Graduate Survey	\$5,100	At this time, CareerLink is responsible for collecting all graduate surveys from UHMC students. CareerLink aggressively sought graduates information from phone calls, emails, and hunting students down in class and through social media. Through the CSO database the Outcome Graduate Survey alleviates CareerLink staff from collecting graduate surveys. CSO provides incentives and also prompts students on when a survey will be coming out. UHMC can choose the questions to be answered for data collection purposes. Surveys will be prompted every three, six, and 12 months.
Career Resources	\$1,500.00	Career Resources such as CareerKokua and other types of resources provide options for students to review and participate to best assist their employment needs. By having more resources allows Cooperative Education to be up to date with services and industry jobs.
CareerSpots	\$2,110.50	CareerSpots provides online, free 24/7 short video clips on Careers, Job Search, and Internship/Coop. Students use these videos to research careers and prepare when job searching and interviews.

\* Roman numerals indicate related category for system input