

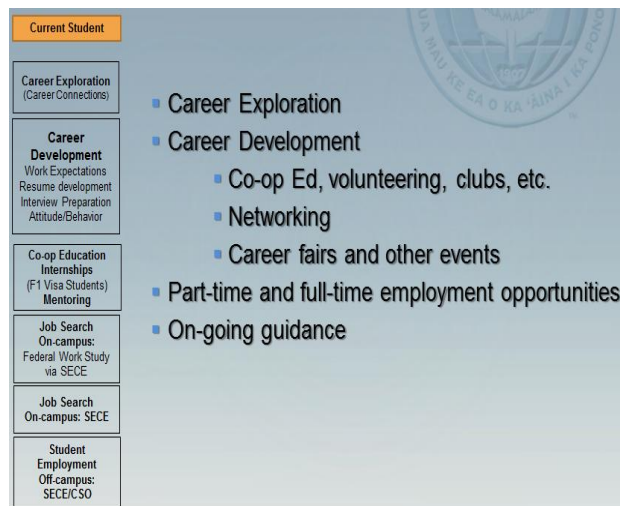
**UNIVERSITY OF HAWAII MAUI COLLEGE
ANNUAL ASSESSMENT
CAREERLINK AND COOPERATIVE EDUCATION
2011-2012**

INTRODUCTION:

The new faculty CareerLink Director/Cooperative Education instructor was advised to prepare a Program Review early November. With no mentoring or training, the following attempt to provide an extensive Annual Program Review will improve in future years. No quantitative indicators had been received from system, nor has the faculty member been able to retrieve past data from the past years as many documents are filed in boxes and not electronically stored. During the winter break, the faculty member will strive to make time to uncover former program data.

CareerLink is the departmental name established in 2011 at 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, and workshops for our various academic programs and community partners.

Cooperative Education is a function within CareerLink that provides ***academic support*** for our 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 of career life-skills are necessary for all UHMC students to transition into the dynamic challenging workforce.



I. PROGRAM MISSION STATEMENT:

A. Mission and Vision of the College

University of Hawaii 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 Hawaii Maui College, 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 career services to students and graduates and the community.
2. Serve as the central clearinghouse for career and employment opportunities related to our customers' educational, professional and personal goals.
3. Be the preferred portal for the business community to access qualified candidates for their employment needs.

The **mission of Cooperative Education** is 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 to increase 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. (use of CareerLink online, Facebook, and other on-line job database)
2. Create chronological and functional resume, cover and thank you letter templates. (solicit on-line career readiness database services to use as resources)
3. Provide mock interview tips 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. (will solicit other online career assessment tools for the future)

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 2011-2012 Goals for CareerLink and Cooperative Education included:

The CareerLink Goals for 2011-2012 (Fall, Spring, Summer) included:

Goal 1: achieve 650 student contacts through CareerLink usage.

Outcomes:

- 814 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, and job placement services.

Goal 2: promote outreach of CareerLink services through campus and community type events and achieve 650 student and community attendees.

Outcomes:

- 1678 student and employer contacts were reached. This number captured participation of campus-wide events such as UH Maui College Launch, Fall Fest Fair, MHS Saber Night, Career Day, Makauka Pa, Maui Waena Intermediate School Visit, New Student Orientation, Transfer and Career Fair, Hana, Molokai, and Lanai Education Center Outreach, Haleakala National Park Internship Program and Kamehameha Scholars program. This number does not include 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. (See Appendix A. Data for each event Summary for 2011-2012)

Goal 3: improve training of employers' on-line SECE (Student Employment and Cooperative Education) registration.

Outcomes:

- 96 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: Create and implement a new software system called CSO (Career Services Online) to provide better tracking of student and employer data and registration.

Outcomes:

- CSO was expected to be deployed early 2012 as former Educational Support Assistant was expected to be the campus liaison for this program. Due to staffing changes the Educational Support position was vacated in June 2012, the same time CSO was deployed to the various community colleges.
- Summer 2012 - Cooperative Education Instructor and CareerLink Director participated in the daily, weekly, and monthly inter-island travel to create and devise this program to fit UHMC campus needs, while teaching Summer Cooperative Education courses. Six different modules were required to be completed within a two month time frame to deploy CSO in Fall. (See Appendix B. CSO Training #3 Material required to build CSO for UHMC)

- CSO is now referred to as CareerLink online as it has recently been deployed to UHMC students late August 2012. Data will be presented in the next Program Review.

Goal 5: implement the Perkins IV Intervention Strategy 2011-2012 grant.

Outcomes:

- Two attempts were made in 2012 to fill the 2010-2011 Perkins Grant job titled Transition Specialist position. The Band A pay rate was too low to recruit qualified candidates. Unfortunately, without backfill of this position, UHMC lost the funding provided by the Perkins Grant that would have covered an extra position through June 30, 2013.
- Peer Aide 1 (Crystal Ceballos) student assistant temporarily filled the Transition Specialist position as a casual hire. Her positive demeanor and work ethics allowed the program to succeed as she ensured both recruit and outreach requirements were satisfied.
- 2011-2012 Perkins grant continues to fund student assistants to support CareerLink recruiting activities, clerical duties such as inputting data, creating flyers, and data collection for the CTE programs and assistance with graduate data needs. (See Appendix C Perkins IV Proposal that has been approved for Perkins 2011-2012 funding)

Goal 6: improve graduate survey completion and data collection to actively solicit graduates to seek CareerLink assistance with job placement efforts.

Outcomes:

- Response rate of 2010-2011 graduate survey project completion of 33%. 80% completion for 2011-2012, phenomenal improvement considering no training in data design, gathering, or collection.
- CareerLink staff actively participated with the Graduation Committee efforts to partner with Student Services and Counseling Department to increase completion of the graduate survey. Tables were setup outside Paina during peak lunch periods. Tables had been setup outside of Student Life as graduates could not pick-up their graduation tickets unless they completed the survey. Graduation day, online surveys were setup on laptops borrowed from Counseling to capture missing data. (See Appendix D – sample of Graduate Survey and Appendix E - Graduate Survey Results May 2012)

The Cooperative Education Goals for 2011-2012 (Fall, Spring, 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 F – Coop Ed Data Fall 2011, Spring 2012 and Summer 2012 per program and Appendix G – Coop/CareerLink Grads Job Placed)

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 2011-2012. 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:

- County Co-op enrollment serviced 34 students. There is no data to compare to in the previous years as Coop did not receive funding from Maui County since 2008.

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 proposals. Over the past year three grants had been submitted. Two of the grants had been awarded, the Maui County and Perkins grant. Data and quarterly reports have also been required to meet funding initiatives. See Appendix H – Maui County Cooperative Education Final Report 2011-2012)

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:

- A basic set of guidelines has been used over the past few years. This is an ongoing project to revise guidelines and update processes to implement use of 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 has video tape final presentations of students sharing about their internship experience. Employer partners have also been videoed to speak about curriculum and behavioral traits students should possess prior to enter the competitive work force. Due to lack of funding, new equipment, and a busy UH Media Department, this continues to be a working goal in progress.
- CareerLink utilized the 2nd doorway entry at Ka Lama 207 on the 2nd floor of Ka Lama building. The 1st door entry was barricaded and not used due for entry causing confusion for visitors. Summer 2012, the CareerLink Director worked with the Operations and Maintenance staff to remodel Ka Lama 207 and make accommodations for Special Services office worker, special needs students, and business lecturers to provide a better organized office area. Now, CareerLink staff and visitors utilize the 1st entry door way.
- CareerLink bulletin boards were moved from the hallway directly fronting the elevator on the 2nd floor to promote program efforts. An ongoing project is to further utilize windows on the 2nd floor by having messages written on the windows to promote CareerLink services.

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

Outcome:

- coordinated efforts with Ray Tsuychiyama – UH Foundation to provide employer(s) means to donate specifically to the Coop program based on student interns received that may have significantly made a difference within the employers' organization. See online link <https://www.uhfoundation.org/give/giving-gift.aspx>

The screenshot displays the University of Hawaii Foundation's online gift page. The header includes the foundation's logo and navigation links. The main content area is titled 'Make an Online Gift with a Credit Card' and features a 'Welcome' message. Below the message, there are three columns: 'Programs', 'Accounts', and 'Amount'. Each column contains a dropdown menu and a corresponding amount field. The 'Programs' column has two dropdowns, both set to 'University of Hawaii Maui College'. The 'Accounts' column has two dropdowns, both set to 'UHMC Cooperative Education'. The 'Amount' column has two fields, both set to '\$ 0.00'. At the bottom, there is a 'Total Gift Amount' field set to '\$ 0.00'. A 'MAKE A GIFT' button is visible in the bottom left corner.

Programs:	Accounts:	Amount:
University of Hawaii Maui College	UHMC Cooperative Scholarships	\$ 0.00
University of Hawaii Maui College	UHMC Cooperative Education	\$ 0.00
Select Program...	Select Account...	\$ 0.00
Select Program...	Select Account...	\$ 0.00
Other program/account:		\$ 0.00
Total Gift Amount:		\$ 0.00

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 require 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.
- a last minute proposal was requested by the Special Projects Coordinator to complete an internship component for the C3T(2) grant submission. Recently the C3T(2) project was awarded approximately \$500,000 of funding over a three year period to support the newly proposed UHMC programs. More information will be forthcoming in 2012-2013.

Goal 9: recruit industry partners to create an advisory board for CareerLink and Cooperative Education programs.

Outcome:

- In process.

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 recent addition, 1.0 FTE Administrative Professional & Technical (APT) (Melissa Kunitzer). We have worked weekends to accomplish program tasks and objectives to ensure successful events.
- CareerLink team members are extremely helpful and motivated to help all students.

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)
- Unable to track appointments, especially walk-ins since SARS was inoperable.
- Participating and attending staff development opportunities to network and increase knowledge of recruitment and keep updated on current recruiting trends.

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 nationally and participate in the National Commission for Cooperative Education (NCCE) membership to become familiar with other university and college cooperative education programs.
- Adult education, businesses, special needs assistance needs cannot be readily met due to staffing issues.
- Clerical assistance is used to support other departments on campus causing problems of ongoing paperwork and office operational functions.
- Although there is some participation by some academic programs, 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.
- 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 hotel and business partners Career Fair participation.
- Attendance to high school college fair to encourage students to be aware of UH Maui College programs and services.
- CareerLink hosted a campus and community Career Fair event as valued employers attended this event.
- Visits to various internship sites to share about Cooperative Education program.
- Synergetic relationship with Workforce Development to enhance community outreach of our services.
- 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.

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. We will use social media such as Facebook and CareerLink online to help us with this process. Improving marketing and promotions of students success stories are critical steps required to engage and increase student awareness of both programs.

V. Planning Considerations:

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. Four laptops, two Windows laptops and two 15” inch Mac laptops = \$8,000
TOTAL = \$8,000***

Currently a 2006 Windows laptop is available for marketing and promotional use. Although, it is currently being utilized to replace the defunct SARS computer at CareerLink. As student(s) enter CareerLink, check-in using the old laptop is now required.

Justification: Laptops will be utilized at campus and community events for students and community members to register and participate in surveys at all events. To

improve and marketing and promotion of our programs, attendees will be able to view videos and other program information at these events by using these laptops.

2. ***Annual updated program for adobe software, windows operating system, multiple license = \$2,000 (5 computers x \$400) and upgrade to Windows 8 = (5 computers x \$150) = \$750***

TOTAL = \$2,750

Currently we are using Windows 7 for our desktop operating systems. We do not have any creative tools available for any students to use and edit, modify and produce their media for online portfolios and presentation.

Justification: Adobe Creative Suite 6 and Production Premium program licenses will be purchased to allow our students to utilize creative technology to promote their career portfolios and presentations. Over the next few years Windows 8 software will be implemented campus wide. 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 for two years, (5 printers toner cartridges, paper, pens, basic office supplies or \$5,000/yr.)***
TOTAL = \$10,000

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

5. **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. CareerLink and Cooperative Education will create a model and organization chart in the future to better map the services required for our campus.