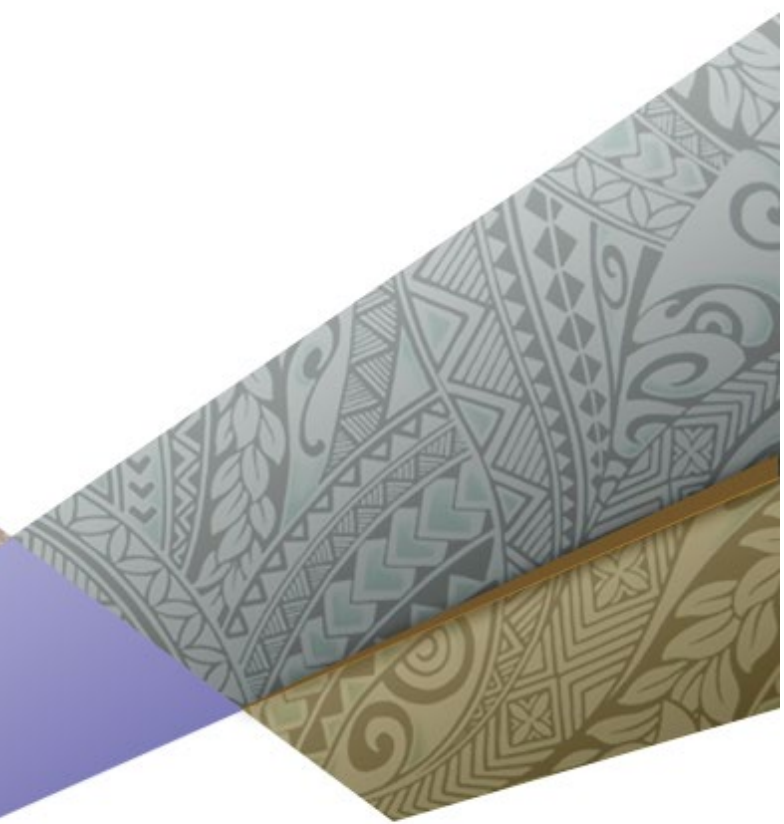


Career Center



ANNUAL

REPORT OF PROGRAM DATA

2021



UNIVERSITY of HAWAII®
KAUA'I
COMMUNITY COLLEGE

1. Program or Unit Description

The Career Center at Kauai Community College prepares students for academic and career success by helping individuals learn about themselves, explore career options for degrees, make career choices, and carry out education and career plans.

Career Services:

- Get Help Selecting a Program of Study
- Create a Transfer Plan to a 4-year College
- Apply for Off and On-Campus Student Jobs
- Research Occupations and Careers
- Attend Career Workshops, Information Sessions, Presentations, Mixers, and Fairs
- Assistance with Resume Writing, Interviewing Skills, and Searching for Jobs

The Career Center Program serves all students (prospective, current, and alumni), community organizations/agencies, employers, Department of Education students and staff, and University of Hawaii (KCC, UHCC, and UH) faculty and staff.

2. Analysis of the Program/Unit

Analysis of Quantitative Indicators:

Date Range: July 1, 2020-June, 30, 2021	2020-2021
DEMAND	
# of Career Center Website Hits	2506
# of Individual Student Appointments	270
# of Individual Students attended a Presentations/Workshops	116
# of times employers contact the Career Center	70
EFFICIENCY	
# of Faculty	1
# of First-Time users Focus 2 Career Assessment	200
# of employer posts open positions	27
EFFECTIVENESS	

Net Promoter Score for individual appointments	97%
Total Percent Positive for Individual Appointments (% of Satisfied Students Score Q1-Q8: Calculation: Number of satisfied students (4 and 5)/number of survey responses x100=% of satisfied students)	97%
% of the job posting (# of times employers contact the Career Center/# of employer posts open positions)	39%

Demand-The Career Center provides career services to students, faculty, employers, and the community. In the last three years, the visibility of the career center and student services have increased year over the prior year for the previous three years.

The number of Career Center website hits increased over the last three years from 869 views in AY 2019 to 2390 in AY 2020 and 2506 in AY 2021; The center spends a great deal of effort on creating awareness of the Career Center Services. The Career Center has been utilizing KCC’s website, social media, email, bulletin boards, Admission and Records Change of Major Form, Counseling and Advising Intake Survey, Single Vine Text Message Platform, Onboarding Activities, and Graduation Email List, which led to an increase in website hits and student appointments.

Before the pandemic, the Career Center conducted all student appointments, presentations, and workshops in person. March 2020, all services were provided virtually with limited time to transition. The center pivoted from office/classroom interactions to using the Zoom platform 100% of the time. Fortunately, the number of individual student appointments has steadily increased from 118 appointments in AY 2019 to 188 in AY 2020 and 270 in AY 2021. Unfortunately, the number of students that attended a workshop or presentation declined last year. In AY 2021, we had 116 students participate in workshops compared to the year before, with 342 participants due to fewer offerings and participation.

Over the years, companies have contacted the Career Center to post their job openings. The center provides employers with directions on posting jobs on the UH Student Employment website, Kauai CC’s Job Boards, and Career Center Clipboards. In the last three years, the career has been contacted by 353 companies looking to hire Kauai CC students and alumni. Due to the pandemic, employers have fewer jobs to post from previous years. In AY 2021, the center has been contacted 70 times compared to 384 contacts in AY 2020 and 290 contacts in AY 2019. As the state opens back up and more positions become available, there will be more employment opportunities for students.

Efficiency-The Career Center is staffed with one career counselor. The Career Counselor’s primary duty is to assist students with College/Career Exploration and Job Preparation.

Over the last three years, the Career Center has administered personality assessments such as Focus 2 Career. Focus2 first-time users have increased in the previous three years from 121 users in AY 2019 to 155 users in AY 2020 and 200 in AY 2021. The personality assessment is an inventory that assists students with choosing majors, exploring occupations, and making informed career decisions. The assessments are administered in early college courses, first-year courses, workshops, and individual appointments. Students can access Focus 2 from the Career Centers page and independently complete assessments. In my next APRU, I plan to report advising types such as career/college exploration, job preparation, and “steps to enroll” services to document what areas the center is impacting.

Employers posting open positions with the center have been affected by the pandemic. This past year, employers only posted 27 off-campus jobs on the UH Student Employment website, significantly down from previous years. In AY 2020, employers posted 177 jobs; in AY 2019, employers posted 121 jobs. As mentioned before, as the state opens back up and more positions become available, there will be more employment opportunities for students.

Effectiveness-Overall, the Career Center, provides an exceptionally positive experience for students based on appointment survey results.

This year, the Net Promoter Score for individual appointments is 97%, meaning that the majority of the students surveyed are promoters. The NPS scores have increased over the last three years from 90% in AY 2019 to 91% in AY 2020 and 97% in AY 2021. Student survey response data had a 97% for the total positive rate. In the last two previous survey responses total positive rate was 98% AY 2020 and 99% AY 2019. Overall, the survey results indicate that students are engaged with their career counselor and the services offered.

Due to the pandemic, the job market was unstable. The career center stayed abreast of state rules and restrictions. Students were primarily online, the campus was close to the public, and employers were challenged with island/state-wide travel restrictions. Overall, student employment services took a significant hit, and the center looks forward to the recovery stage of the pandemic.

3. Program Student Learning Outcomes or Unit/Service Outcomes

The Career Center Program Student Learning Outcomes (PSLO) have been assessed in the year of this Annual Review.

PSLO 1: Assessments-Comprehend and use formal or informal career development assessments.

Assessed: Increase the number of first-time Focus 2 Career Assessments over the prior year. The benchmark is 155 first-time users, and the actual outcome is 200 first-time users, which

is a 29% increase over the preceding year. There were no changes made as a result of this assessment.

PSLO 2: Labor Market Information and Resources-Understand the labor market and occupational information and trends. Able to use current resources.

Assessed: Increase the number of individual student appointments for career/college exploration over the prior year. The benchmark is 109 student appointments, and the actual outcome is 128 student appointments, which is a 17% increase over the preceding year. Changes will be made for AY 2022 to include students that attended career/college exploration workshops throughout the year.

PSLO 3: Job Seeking and Employability Skills-know job search strategies and placement techniques.

Assessed: Increase the number of individual student appointments for job preparation for on and off-campus employment over the prior year. The benchmark is 77 student appointments, and the actual outcome is 60 student appointments which is a 22% decrease over the preceding year. Changes will be made for AY 2022 due to this assessment to include students who attended job preparation workshops throughout the year.

4. Action Plan

The Career Center Program met all goals and benchmarks for the 2020-2021 year.

Goal 1: Provide Career Center Newsletters to communicate with students, faculty, and staff for Fall and Spring Term.

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: Two Career Center Newsletters per year

Desired Outcome: Engage students by providing career center information, services, and events by email, text, and posted around campus

Unit of Measure: # of newsletter

Year(s) Implemented: AY 2021-2025

Actual Outcome: AY 2021-Met: Emailed, texted, and posted two (Fall and Spring) newsletters

Goal 2: Promote the Career Center from onboarding to graduation to maintain the number of appointments

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: 150 individual student appointments per year

Desired Outcome: Meet with students individually to assist students with their education, employment, and career goals.

Unit of Measure: # of appointments

Year(s) Implemented: AY 2021-2025

Actual Outcome: AY 2021-Exceeded: 270 student appointments

Goal 3: Host Career Fair at least once a year

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: At least 1 Career Fair per year

Desired Outcome: Provide students an opportunity to connect with employers

Unit of Measure: # of career fairs per year

Year(s) Implemented: 1-5

Actual Outcome: AY 2021-Met the goal: Hosted one career fair virtually with UHCC Career Center for all UHCC students

Goal 4: KCC's Student Workshops on Career Center's PSLO

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: 8 workshops per year

Desired Outcome: Provide Career Services to groups of students that might not have requested an appointment

Unit of Measure: # of workshops per year

Year(s) Implemented: AY 2021-2025

Actual Outcome: AY 2021-Exceeded: Provided 16 total workshops to Wai'ale'ale (2), Intro to College Courses (10), and Summer Next Steps (4), this does not include UHCC workshops.

Goal 5: Create a Career Counselor Podcast

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: Uploaded and ready to be viewed on the Kauai Community College site

Desired Outcome: Engage and provide information to students about the Career Center Services and different stages of the career stages

Unit of Measure: Podcast is viewable on KCC's Website

Year Implemented: AY 2021

Actual Outcome: AY 2021-Met: Podcast is viewable on KCC's Website

Goal 6: Add Career Services to the Steps to Enroll page on KCC's Website

Strategic Goal/Priority (List number): 1,2,3,4,7,8,9,12,16

Benchmark: Add Career Center Contact Information to Steps to Enroll Page

Desired Outcome: Provide potential students with career services at the time of admissions

Unit of Measure: Add Career Services to the Steps to Enroll page

Year Implemented: AY 2021

2021 Kaua'i Community College ARPD
Program: Enter Program or Unit Name

Actual Outcome: AY 2021-Met: Added statement to Step 1 of Steps to Enroll: *“If you need help choosing a program of study, please schedule an appointment with a Career Counselor at mshenry@hawaii.edu or 808-245-0132. For more information, visit the Career Center”.*

5. Resource Implications

I am NOT requesting additional resources for my program/unit.