

ANNUAL
REPORT OF PROGRAM DATA

2022

UNIVERSITY of HAWAI'I
KAUA'I
COMMUNITY COLLEGE



Career Center

1. Program or Unit Description

The Career Center at Kauai Community College (KCC) 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 for Students:

- 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, 2021-June 30, 2022	2021	2022
DEMAND		
# of Career Center Website Hits	2506	2180
# of Individual Student Appointments from Star Balance Report	270	280
# of Individual Students attended Presentations/Workshops from Star Balance Report	116	205
# of Times Employers Contact the Career Center by Phone, Email or in Person	70	160
EFFICIENCY		
# of Faculty	1	1
# of New First-Time Users of Focus 2 Career Assessment	200	155
# of New Employers Users on SECE site	n/a	78

EFFECTIVENESS		
<u>Net Promoter Score</u> (<u>individual appointments student survey</u> NPS question)	97%	82%
<u>Total Percent Positive for Individual Appointments</u> (<u>% of Satisfied Students Score</u> based on 8 questions: Calculation: Number of satisfied students (4 and 5)/number of survey responses x100=% of satisfied students)	97%	97%
<u>% of the job posting on SECE</u> (posts open positions/# of new employers)	n/a	62/78 80%

Demand-The Career Center promotes and provides career services to students, faculty, employers, and the community.

The Career Center spends a great deal of effort creating awareness of career services to the community and our students. The center utilizes KCC’s website, social media, email, bulletin boards, Admission and Records Change of Major Form, Counseling and Advising Intake Survey, text message platform, onboarding activities, and graduation student email list to promote services. This past year, the Career Center advocated for career services to be added as a service for potential students on the KCC’s Steps to Enroll page under Step 1, which reads, “If you need help choosing a *program of study*, please schedule an appointment with Career Counselor at mshenry@hawaii.edu or 808-245-0132. For more information, visit the *Career Center*. Being on the steps to enroll page gives students opportunities to make informed choices about their program and career path. However, AY 22 was the first time since 2018 that there was a slight dip in Career Center web views, with 326 fewer views. It could be because they found Career Center contact information on the Steps to Enroll page instead of the Career Center page and met more students at campus events.

The center provides services and curriculum to students through appointments, presentations and workshops in person, by phone or via Zoom. The number of individual student appointments has steadily increased over the prior years. For example, AY 22 showed a slight increase of 10 student appointments over last year. However, in the preceding years, the gains were much more significant. For example, in AY 21, the counselor conducted 270 appointments and in AY 20, 118 student appointments. In addition, due to more workshop offerings, student participation increased by 89 students over the previous year. Workshops is a great way for the center to scale services.

Over the last four years, the Career Center has built relationships with 430 businesses. As a result, employers are contacting the center for their hiring needs. The center provides employers with directions on posting jobs on the UH Student Employment Website, KCC’s job boards, and Career Center clipboards. AY 22, the center was contacted by employers 160 times by phone, email or in person, which significantly increased over the prior year. During the pandemic, in the preceding year, AY 21, the center was contacted by employers 70 times compared to 384 contacts pre-pandemic, AY 20. In addition, the Career Center provides employers with ways to connect with

faculty, staff, and students by being an industry partner for KCC's Cooperative Education courses, UHCC Career Fairs, and Information Sessions. The center also emails graduating classes each semester offering job preparation services and employment resources.

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 Focus2 Career assessment has been the primary tool for students. Focus2 is an inventory that assists students with choosing majors, exploring occupations, and making informed career decisions. The career administered Focus2 in early college courses, first-year courses, workshops, and individual appointments. AY 22 is the first time since 2018 that there was a slight dip in first-time users, with 45 fewer users, which is a total of 155 users. For example, in the previous three years, in AY 19, there were 121 users. In AY 20, 155 users, and AY 21, 200 users. Students can also access Focus2 and other helpful resources from the Career Center's website page, Career Center Bulletin Boards or STAR GPS Workforce Tab and independently complete assessments and other tools. 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.

Over the years, the center used different job platforms to post open positions for students, which made it difficult to get an accurate number of job posting through the years. This past year, I encouraged employers to post job openings on the UH Student Employment (SECE) website. As a result, SECE has 78 new employers that create a profile on the SECE site, the highest dating back to 2001, which brings the total number of employers on the SECE site to 183. The goal is to continue increasing the number of employers using the SECE site and creating awareness among students about the site.

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

This year, the Net Promoter Score (NPS) for individual appointments is 82% lower than the previous years. For example, it was 90% in AY 2019, 91% in AY 2020 and 97% in AY 2021. Student Survey Response data remained the same for the last two years at 97% for the total positive rate. The previous years' positive rate was slightly higher at 98% AY 2020 and 99% AY 2019. Overall, the survey results indicate that students are actively engaged with their career counselor and the services offered by the center.

Due to the pandemic, the job market was unstable, students were mostly online, and the center stayed abreast of state rules and restrictions. However, since the pandemic, employers have been re-hiring and actively posting positions on the UH Student Employment (SECE) website. As a result, AY 22 employers posted 62 job openings. That number will continue to increase in AY23 as long as students utilize the SECE site for employment services and the center continues to engage with employers.

3. Program Student Learning Outcomes or Unit/Service Outcomes

The Career Center Program Student Learning Outcomes (PSLO) have been assessed in this year's 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 200 first-time users, and the actual outcome is 155 first-time users, which is a *-22% increase over the preceding year. There were no changes made as a result of this assessment due to lower enrollments.

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 128 student appointments, and the actual outcome is 148 student appointments, which is a *14% increase over the preceding year. Changes will be made for AY 23 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 60 student appointments, and the actual outcome is 78 student appointments which is a 23% decrease over the preceding year. Changes will be made for AY 23 to include students who attended job preparation workshops throughout the year.

*Year-over-Year Growth (YOY) = (Current Period Value / Prior Period Value) – 1

4. Action Plan

The Career Center Program met all goals and benchmarks for the AY 22.

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 21-25

Actual Outcome: AY 22-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 21-25

Actual Outcome: AY 21-Exceeded: 280 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: 21-25

Actual Outcome: AY 22-MET: 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 22-Exceeded: Provided 10 total workshops to students. (6 workshops for Wai'ale'ale including all students and 4 Introduction to College Students). This data 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 22

Actual Outcome: AY 22-Met: Podcast is viewable on KCC's Website and Career Center's Webpage.

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 22

Actual Outcome: AY 22-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

Detail any resource requests, including reallocation of existing resources (physical, human, financial). *Note that CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

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

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

I am requesting changes to the SOC codes/occupations listed for my program/unit.

Strategic Goal Alignment	1,2,3,4,5,8,9,10,17
Resource Requested*	Marketing Materials and School Supplies
Reason	To promote the Career Center and its resources to high schoolers, community members, and potential, current, and alumni students. The materials will be distributed or used during events, presentations, class visits and workshops at the college and in the community. In addition, the materials will create awareness and contribution to enrollment, retention and career readiness efforts.
Cost	\$2500
Vendor	4imprint
Person Responsible	Melissa Henry

Resource Requested*	Computer Desk Chairs (2)
Reason	Office desk chairs are old, worn down and uncomfortable.
Cost	\$500 including shipping
Vendor	Office Max
Person Responsible	Melissa Henry

2022 Kaua'i Community College ARPD
Program: Career Center

Resource Requested*	Boards for the Career Center Office (2)
Reason	White Board and Bulletin Board for office and student use. Right now, the wall space is unfunctional.
Cost	\$600 including shipping
Vendor	Office Max
Person Responsible	Melissa Henry