

Channel Islands  
CALIFORNIA STATE UNIVERSITY

**Materials, Services, Facilities and Technology Fee  
Fiscal Year 2015-2016 Budget Request Form\***

**DUE: Friday, January 9, 2015 @ 5:00 P.M.**

**Please return completed requests via email to [gina.matibag@csuci.edu](mailto:gina.matibag@csuci.edu)**

If you have questions about this form, please contact Gina Matibag at (805) 437-3320  
For additional information please consult the MSFT web page.

Project or Activity Title: Technological Instructional Equipment

Name of organization requesting funds: Career Development Services      Date: 12/10/14

Requestor: Amanda Carpenter    Contact Phone Number: xt. 3565  
E-mail: [amanda.carpenter@csuci.edu](mailto:amanda.carpenter@csuci.edu)

Amount of MSFT Funding Requested: \$8,095.00

Date Funding Needed by: As soon as available for the 2015-2016 FY

Will you receive funds from any other source(s)?    YES      NO  
*If yes, please detail amount requesting from other source(s) as well as your total request for fiscal year 2015-2016 (including request from MSFT).*

Has this project or activity previously received MSFT funding? NO  
If yes, please attach copy of report

Please describe how the use of MSFT funds for this project or activity will benefit the CI student body.

Please provide the following in your application. You may attach additional pages and materials (applicants may be requested to meet with the committee to discuss proposals):

1. **Brief Project Description.** Describe the project and its benefits to the educational or co-curricular experience of students at CI. Please provide specific information about how MSFT funds will be used and their impact on the campus. Please describe how this project benefits CI students? Please describe items and provide justification if your request includes the purchase of computers, equipment, furniture or other materials. Please provide a timeline for implementation of the proposed project. If physical improvements are requested please describe need, scope and impact of work to be

completed. If the project includes provision of services please indicate the type of service, personnel costs and level or quantity of service to be provided with project funds.

#### **BACKGROUND:**

The Career Development Services (CDS) team provides career counseling to help students identify career interests, conduct occupational exploration, design career plans, and gain valuable hands-on, career-related experience to launch their careers.

During the Fall 2014 semester, **1,265 students** utilized in-person services through CDS, which includes one-on-one career counseling, classroom presentations, workshops, and attendance at the Graduate School Fair. More specifically, the Career Development Center experienced 544 visits for one-on-one appointments and drop-in career counseling in Fall 2014—a **180% increase** compared to the Fall 2013 semester. Clearly, the demand for career-related services is rapidly growing. However, CDS is only staffed by two full-time career counselors. If CDS is expected to serve a student population of 5,000+ individuals, the current method of delivering primarily in-person services is not sufficient or sustainable. In order to effectively meet the needs of CI students, CDS must provide both in-person services *and* adequate online career resources that can be utilized in a self-guided format.

At this time, CDS does not offer any online career assessments. The only "assessment" available through CDS is the Myers-Briggs Type Indicator, a personality instrument which must be administered in-person and interpreted by a certified MBTI practitioner. As a result, students who are unable to visit CDS have no other options for taking a valid and reliable career assessment at CI.

#### **PROPOSED PRODUCTS TO BE PURCHASED:**

##### **1. Kuder Journey**

The Kuder Journey system offers an effective method for addressing the career development needs of CI students. Journey is a comprehensive online career planning system with 6 steps or phases for students to experience. First, users complete 3 brief career assessments: the Career Interests Assessment; the Skills Confidence Assessment; and the Work Values Assessment. Each assessment generates a report that matches students' results to specific occupations, and even includes a feature called *Person Match*. *Person Match* aligns the students' results with professionals whose results are similar, and presents their career stories in a question-and-answer format.

In addition, Journey also enables users to explore occupations and college majors based on the results of their assessments. Other features include: a directory of graduate schools; information on financial aid; tips and advice on resume/cover letter writing, networking, and interviewing; and links to top job search engines and employer profiles (*Journey's Main Menu Features*, 2013).

##### **2. Vault Campus**

The other product CDS would like to purchase is Vault Campus. Vault is a digital resource that provides inside information regarding industries, professions, and employers. Each year, Vault surveys employees from companies throughout the nation, collecting data on the interview process, compensation and benefits, prestige, quality of life, and other factors. Results are compiled into a "Reviews & Rankings" section on Vault where students/users can compare top companies in 20+ industries. Reviews include rankings, a company profile, internships available within the organization, and actual quotes from employees.

In addition to Reviews & Rankings, Vault also provides a Guidebook Library with downloadable resources, such as industry-specific guides and guides with general career advice. Furthermore, the Industries & Professions section informs students/users about: the business outlook for each industry; descriptions of roles/duties associated with professions; professional associations to consider joining; and a list of related professions to explore.

#### HOW STUDENTS & CI WILL BENEFIT:

According to a study by Astin, Korn, and Riggs of 220,000 incoming freshmen in the United States, 82% stated that getting a job was the main reason they chose to attend college (as cited in Reese & Miller, 2010). Although many students enter college to improve their job prospects, they often struggle with the task of selecting future careers once they are enrolled in college, leading them to experience anxiety, career indecision, and negative career thinking (Fouad, Cotter, & Kantamneni, 2009; Osborn, Howard, & Leierer, 2007). In addition to the psychological impediments described above, Plaud, Baker, and Groccia discovered that students who find it difficult to set career goals also have lower grades and are at a greater risk of dropping out of school (as cited in Reese & Miller, 2010). These findings illustrate just how important it is for CDS, and CI as a whole, to effectively address the career exploration and career preparation needs of its students.

Utilizing Journey will enable CDS to provide **better service to students**. Journey encourage students to engage in self-reflection, a necessary and valuable step in the career exploration process (Grier-Reed & Skaar, 2010). As Freeman (2012) states, making career decisions can be extremely challenging for students who do not yet understand their strengths or interests. Taking the 3 career assessments (e.g., Career Interests Assessment, Skills Confidence Assessment, and Work Values Assessment) offered by Journey can improve students' self-understanding, thus improving students' abilities to make career decisions.

Furthermore, Journey has been found to improve retention rates, with studies showing that "system use is related to an 18% higher retention rate" (*Top 10 Reasons to Choose Kuder Journey*, 2012). In addition, each assessment has been scientifically validated, and recent research shows that "60% of Journey users never change their college major selection" (*Top 10 Reasons to Choose Kuder Journey*, 2012).

Another very desirable aspect of Journey is the fact that it is a **self-service model** which requires no interpretation by staff members. Therefore, students can utilize the system at any time, thus accommodating students' busy schedules.

Most importantly, the VPAT (Voluntary Product Accessibility Template) for Journey has been approved by Technology & Communication at CI. This means **the system is accessible to students with disabilities**, which is a requirement of Section 508 of the Rehabilitation Act of 1973 and a priority here at CI.

CDS believes that Vault Campus would also be extremely beneficial to students. Vault provides inside information on industries, professions, and employers so that students can make **informed employment decisions**. In particular, the "Reviews & Rankings" information available on Vault will allow students to explore the brand and culture of each company, helping them select organizations based on the best fit, thus increasing the likelihood of job satisfaction.

#### TIMELINE FOR IMPLEMENTATION:

The proposed timeline for launching Journey and Vault would be in the 2015-2016 FY.

- 2. Project/Activity Budget.** Please enclose a complete detailed budget of the entire project. Indicate (in **bold**) specific items of requested MSFT funding including (where applicable) a schedule and priority of project items to be considered if the project is funded at a reduced level. Were other, less costly, approaches considered when preparing the budget for the project? Are there elements that could be eliminated or deferred if funding is not available for the entire project?

Based on product research conducted by the CDS team, Journey appears to be the most appropriate online career resource to offer at CI. Journey was selected over many other assessments because of its compliance with Section 508. Furthermore, it is more cost effective than other assessment options. For example, CDS

considered the Strong Interest Inventory, another VPAT-approved career assessment that is also well known for its validity and reliability. However, the cost of providing the Strong Interest Inventory is \$8.45 per assessment. To make the assessment available to just 25% of the students at CI would cost over \$10,000.

Furthermore, the Strong Interest Inventory is only a one-time assessment, not a career planning system like Journey. The Strong does not include the variety of career development features (i.e., graduate school directory, career planning tools, job search databases, etc.) that are provided by Journey. Therefore, the CDS team selected Journey because it is the best value.

Because CDS is in desperate need of a career assessment tool for students, Journey is the priority. Therefore, a reduced budget has been included if funding is not available to cover both Journey and Vault. If we do not receive funding for Vault through MSFT, it may be possible to seek assistance through the Library. However, CDS does not have another option for funding Journey at this time.

**Proposed Technology Budget**

PRODUCT	QUANTITY	PRICE	SUB TOTAL
Kuder Journey System – Annual License	1	\$3,000.00	\$3,000.00
Kuder Journey System – Customized Portal Page	1	\$2,500.00	\$2,500.00
Vault: Campus Edition – One Year Subscription	1	\$2,595.00	\$2,595.00
<b>TOTAL</b>			<b>\$8,095.00</b>

**Reduced Technology Budget**

PRODUCT	QUANTITY	PRICE	SUB TOTAL
Kuder Journey System – Annual License	1	\$3,000.00	\$3,000.00
Kuder Journey System – Customized Portal Page	1	\$2,500.00	\$2,500.00
<b>TOTAL</b>			<b>\$5,500.00</b>

3. **Project Assessment.** Describe how the effectiveness of the project will be assessed and measures that will be used to determine if it has attained its objectives. Please note a report will be due at the end of the semester (or fiscal year for annual projects). If funded, how will the project acknowledge the use of student funds so that students are aware that their student fees made (or helped to make) it possible? If appropriate, indicate how the project or activity promotes sustainability at CI.

Objective(s)	Assessment Measures	Timeline
<b>Self-Discovery:</b> <ul style="list-style-type: none"> <li>To provide CI students and alumni with access to online career assessments to support self-discovery and career exploration</li> </ul>	<ul style="list-style-type: none"> <li>Tracking of career assessment student usage</li> <li>1:1 career assessment interpretation counseling</li> </ul>	6-months post-implementation 12-months post-implementation <ul style="list-style-type: none"> <li>After 1<sup>st</sup> year of implementation annual assessment will be conducted</li> </ul>

<p><i>Occupational Exploration:</i></p> <ul style="list-style-type: none"> <li>To provide CI students and alumni with knowledge on how to navigate occupational exploration using multiple sources incorporated within the proposed system</li> <li>To provide CI students and alumni with details on specific career paths including information pertaining to nature of work, projected earnings, and job outlook</li> </ul>	<p>appointments</p> <ul style="list-style-type: none"> <li>Tracking of occupational exploration student usage</li> <li>1:1 career counseling appointments</li> <li>Monitor individual student data to guide career transitions and workforce development programs</li> </ul>	<p>6-months post-implementation 12-months post-implementation</p> <ul style="list-style-type: none"> <li>After 1<sup>st</sup> year of implementation annual assessment will be conducted</li> </ul>
<p><i>Career Planning:</i></p> <ul style="list-style-type: none"> <li>To provide CI students and alumni with access to career planning tools including a career e-portfolio, interview resources, job/internship search resources, and career transition tools</li> <li>To provide CI students and alumni with access to online career services that offer lifelong career exploration and decision making skills</li> </ul>	<ul style="list-style-type: none"> <li>Tracking of career planning student usage</li> <li>1:1 career counseling appointments</li> <li>Monitor individual student data to guide career transitions and workforce development programs</li> </ul>	<p>6-months post-implementation 12-months post-implementation</p> <ul style="list-style-type: none"> <li>After 1<sup>st</sup> year of implementation annual assessment will be conducted</li> </ul>
<p><i>Graduate School Application Planning:</i></p> <ul style="list-style-type: none"> <li>To provide CI students and alumni with access to graduate school exploration database resources, testing preparation resources</li> </ul>	<ul style="list-style-type: none"> <li>Tracking of career assessment student usage</li> <li>1:1 career counseling appointments</li> <li>Monitor individual student data to guide graduate school preparation programs</li> </ul>	<p>6-months post-implementation 12-months post-implementation</p> <ul style="list-style-type: none"> <li>After 1<sup>st</sup> year of implementation annual assessment will be conducted</li> </ul>

**4. Sources of Project Support.** Please list the other sources of funding, and additional support for the activity. If this project or activity has been conducted previously please indicate how it was funded. Please explain if MSFT is the only source of support for the project.

*Currently, MSFT funding is the only projected source of support for the project. We lack the fiscal resources to provide CI students and alumni with access to adequate career counseling technology resources. The campus impact of not being able to provide critical services with*

*appropriate technology resources will have detrimental effects on the entire campus and local community. One of the CI Strategic Initiatives is to "develop support for the university with the community and public." Career Development Services **directly** impacts this initiative through establishing partnerships with local employers who recruit CI students and participate in our annual career fairs, networking panels, and internship programs. Ultimately, if our CI alumni are well-prepared for gainful employment, our local and regional employers are also more likely to partner with the University. Therefore, it is essential to provide adequate access to online technology resources to support the career development of our CI students in their preparation for the 21<sup>st</sup> century workforce.*

**Fiscal Management:** Project sponsor's unit or department may be responsible for incurred over and above what is funded through the MSFT. If support is requested for costs beyond initial award, or for use on activities or materials not included in approved proposals, the project sponsor must seek approval from the MSFT committee. The project sponsor will be responsible for managing purchases and transfers of funds related to approved projects.

Please review MSFT web page for information about the fund and its objectives before submitting your application.

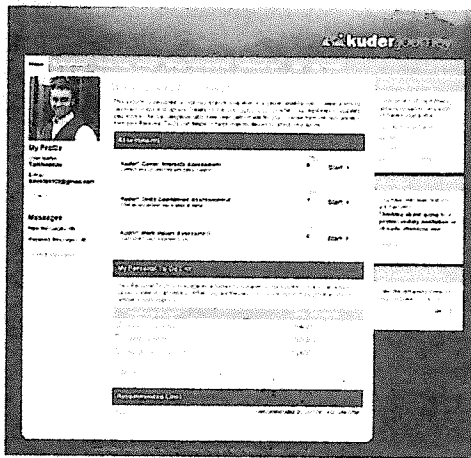
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# kuder journey

Career planning for adults at all life stages.

Whether it's planning a career, making a career change, or keeping a career on track, Kuder<sup>®</sup> Journey™ supports postsecondary students and adults in navigating life's transitions. A flexible and scalable online career planning system, Journey responds to individual needs and addresses educational and career goals while providing accountability and real-time results.



Journey Home Page

#### Accountability Through Data-Driven Analysis

The included Kuder<sup>®</sup> Administrative Database Management System™ provides tools for tracking individual progress and aggregate trends, communicating with system users and administrators, and more.

#### Fully Customizable System

Brand Journey with your organization's unique messaging and design. From one-of-a-kind portal pages to complex database integration, or a system completely tailored to your look and feel, the options are limitless.



- Adapts to each user's unique situation.
- Research-based assessments ensure users consider careers suited to their interests, skills, and work values.
- System is mapped to the 6 Holland clusters; sites that purchase a license can select the 16 National clusters instead.
- Helps postsecondary students make a shortlist of majors and occupations of interest.
- Shareable e-Portfolio is a repository for resumés, cover letters, references, and more.
- Database resources improve accountability, quantify success, and ease reporting.
- Help ease transitions into the workforce.
- Maximizes users' time by prompting them through a series of manageable steps.

"For postsecondary educators, our task is to provide a global view of the world of work first. Through Kuder Journey, we help our students better understand how they can fit into that world through research and self-exploration."

— Bernadette Amato  
Coordinator of Career Services  
Ocean County College  
(Toms River, New Jersey)

Contact us today!

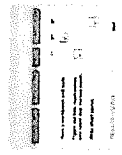
www.kuder.com | info@kuder.com | 877.773.8444



**DID YOU KNOW?** Kuder system users complete college faster than non-Kuder system users.

## Journey's Main Menu Features

The system's menu is organized in a series of manageable steps to optimize career exploration and planning. Users can complete the tabs in sequence or select the one that meets their immediate needs.



**Assessments** provide self awareness, and encourage career satisfaction

Users find numerous ways to ease their search for a suitable career

Relating education requirements to suitable occupations makes selecting a major a whole lot easier

Users can align career possibilities with related educational and financial aid opportunities

Prepping for the job search is a critical and often overlooked step before the application process begins

Searching for a job isn't as daunting when career options have been narrowed down and prepared for

All three can be completed in 20 minutes or less.

Results are viewable immediately after completion and can be shared via social media.

Third party scores (ASVAB, WorkKeys, SDS) can be entered into the system to generate lists of related occupations

O'NET occupations are accessible by assessment results, clusters and pathways.

Occupations can be searched and compared by required education level, cluster, expected job growth, or median salary.

Career videos help users see occupations in action.

Users can view areas of study recommended by assessment results.

Majors can be explored related to occupations of interest to help narrow them down

Users can print a summary of majors they're considering for their college advisor

Over 7,000 institutions can be searched and compared by cost, majors, extracurricular activities, and more.

Users can browse a directory of schools offering online degrees and get information on earning college credit for prior experience.

Scholarships and grants are indexed by users' search criteria; FAESA can be completed and submitted directly from the system.

Easy to use document builders help users develop a resume, cover letter, and list of references.

Includes the "do's and don'ts" of face-to-face and social networking, professional associations, and other resources.

Outlines job interview process, plus practical tips for success.

Links to top job search engines, and employer profiles.

Job openings, cross indexed with users' "favorite" occupations.

Kuder's e-Portfolio offers lifetime access to personal "website" with a unique URL for selective sharing.

## ADDITIONAL FEATURES

**Assessments**

Provides a summary of assessment results, education plans, favorite occupations, and education options, and more

**FAESA**

Financial Aid

Lists a sequence of activities to ensure effective career exploration and planning. Users simply click on an activity to complete it.



# Top 10 Reasons to Choose kuder journey

- 1. It's an affordable, evidence-based online guidance system that improves your retention rates.**  
*With pricing based on enrollment, the system is a practical, cost-effective solution to meet the unique needs of postsecondary students identifying a major and preparing for their career. System use is related to an 18 percent higher retention rate; after 1.5 years, 92 percent of users persist in college.*
- 2. It's flexible and scalable – make it your branding system.**  
*Customize it with your school's own messaging and design. From one-of-a-kind portal pages to complex database integration, or a system completely tailored to your look and feel, the options are limitless.*
- 3. Its scientifically validated career assessments measure interests, skills, and work values.**  
*Armed with this information, students can plan a future that is right for them. It takes 20 minutes or less to complete all three assessments. Results can be mapped to either the 6 Holland clusters or the 16 National career clusters – it's your choice. Kuder's research-backed assessments are a big reason why over 60 percent of our users never change their college major selection.*
- 4. It has tools to access and apply for ongoing financial aid.**  
*The FAFSA form can be pre-populated with each student's information for quick and easy submission direct from the system. Students can also search a database containing thousands of scholarships and grants.*
- 5. It's got the latest information on occupations.**  
*Students can search by title or keyword, college major, or pathways and clusters. Occupational profiles include a job description, employment outlook, career video, and more.*
- 6. It makes preparing for interviews a breeze.**  
*Students can build, update, and store résumés and cover letters right inside the system. A reference list builder and other job search tools like tips on interviewing and a sample fillable job application form ease the job search prep process.*
- 7. It gives students lifelong access to an e-Portfolio.**  
*Personalized and sharable, the e-Portfolio is a place to store multiple versions of résumés and cover letters, lists of achievements, work samples, and more. It can be accessed and maintained throughout the student's lifetime – they'll use it while they're with you and long after they leave.*
- 8. It includes a powerful resource for managing real-time data.**  
*Administrators get instant access to a powerful database with accountability, program planning, and communication tools, like running aggregate and individual reports or instantaneously dispatching important messages and recommended links to students.*
- 9. It's a comprehensive system that helps navigate each life stage and transition.**  
*Students follow a self-paced process that starts with assessments and moves fluidly into occupation exploration, major options and selection, education and financial aid, job search tools, and finding a job.*
- 10. It prompts students to follow a logical process to achieve the best results.**  
*A personal to-do list gently guides students to make the most of the system's resources and use their time efficiently. Activities are presented step-by-step in a career planning process recommended by world-renowned career guidance expert and author Dr. JoAnn Harris-Bowlsbey.*



Learn more. Contact us today!  
877.773.8444 • info@kuder.com • www.kuder.com

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