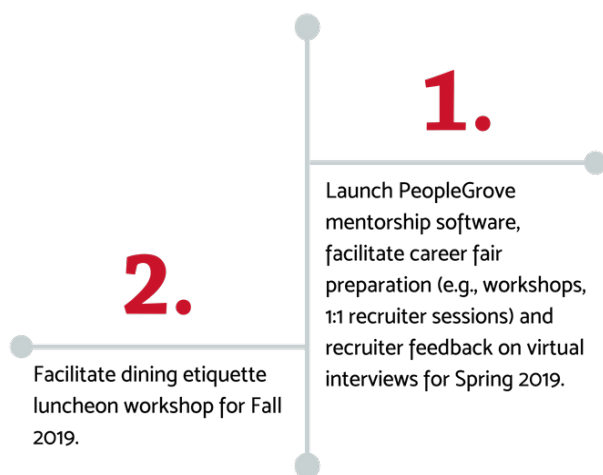


Strategic Initiatives Summary Guide 2019

CAREER READINESS PARTNERSHIP WITH APPLEONE



Champion:

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Abstract (150 Words):

CSUCI is poised to meet the workforce and innovation needs of our region. In order to accomplish this goal, we need our Dolphins to be **careerready**. Each year, Career Development and Alumni Engagement hosts recruiting events where students and alumni meet with employers.

Candidate preparation is an essential component of ensuring our Dolphins are ready to make a strong first impression with recruiters. This partnership with AppleOne will facilitate three projects to prepare Dolphins for career success:

- 1) Career Fair Preparation
- 2) Dining Etiquette Training
- 3) Interview Feedback

Additionally, the funding will provide access to mentorship software (PeopleGrove).

Strategic Initiatives the Project Addressed:

1.2: Increase opportunities for students to engage with the regional community to apply their learning and address meaningful challenges.

2.13: Expand partnerships between career services, internships and alumni engagement to enhance post-graduate success.

4.1: Work in concert with business and community leadership to develop programs and initiatives that contribute to a robust economy and engaged citizenship.

Baseline Data/Current Status:

Among the four projects within this proposal, Career Fair Preparation has baseline data. The remaining three are new projects and lack existing baseline data.

Overall, employers who participate in career fairs are complimentary of our candidates, with 95% of employers noting that CSUCI candidates possessed effective verbal communication skills while 80% indicated candidates possessed the skill-set needed for their open position(s). Some areas for improvement include the following:

- **Resume Review:** 28% of employers indicated that candidates were not prepared with a polished resume/cover letter
- **Appropriate Dress:** 58% of employers agreed or strongly agreed that candidates were appropriately to dressed to engage at a recruiting event

Measurable Outcomes:

1. **Resume Preparation:** For the spring 2019 career fair, we aim to decrease the percentage of employers who indicate candidates are not prepared with a polished resume/cover letter from our baseline of 28% to 18%.
2. **Appropriate Dress:** For the spring 2019 career fair, we aim to increase the percentage of employers who agree or strongly agree that candidates are appropriately dressed to engage at

a recruiting event from our baseline of 58% to 68%.

3. Launch PeopleGrove:

Mentorship software to strengthen alumni affinity with the campus community through mentorship.

Quantitative and qualitative data will be collected from student/alumni attendees to measure outcomes.

Timeline:

- Spring 2019: Launch PeopleGrove mentorship software, facilitate career fair preparation (e.g., workshops, 1:1 recruiter sessions, interview feedback).
- Fall 2019: Facilitate dining etiquette luncheon workshop.