PROJECT TITLE: *Career Readiness Partnership with Apple One*

Division: University Advancement

College/Department: Development/Career Development and Alumni Engagement

Prepared by: Don Ogata

Amount Requested: $ 32,000

Check all that apply: *(Indicate $ fund request)*

___ **Operations Budget Request: $___**

__X_ **SI Set Aside $ 32,000**

___ **Grant/Other new revenue $_____**

___ **Other:** *Please describe (e.g. Carry forward, Salary Savings, Process Improvement) $_____*

___**One time   ____Permanent**

PROPOSAL SUMMARY:

Each year, Career Development and Alumni Engagement hosts several 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. To accommodate our Dolphin needs, we are proposing a partnership with Apple One to facilitate three projects: 1) Career Fair Preparation, 2) CSUCI Connection Luncheon Etiquette Training, and 3) Candidate Interview Feedback. Additionally, we are proposing funding to purchase a mentorship software (PeopleGrove).

Career Fair Preparation:

Our Spring Career & Internship Fair features 100+ employers and 500-600 students/alumni. Currently, we offer programming in advance of the fair including 1:1 counseling, Do's and Don'ts of Career Fair, and drop-by assistance to help students/alumni prepare. However, with the increase in demand for assistance the week before and week of the fair coupled with CDAE's current staffing model, additional support to accommodate student/alumni preparation is needed.

Establishing a partnership with a large staffing agency such as Apple One to support the preparation needs of our candidates for Career & Internship Fair is an opportunity to pursue. Facilitating career preparation workshops and 1:1 sessions with recruiters will aid our ability to prepare Dolphins for success at the Career & Internship Fair.

CSUCI Connection Luncheon (Dining Etiquette Luncheon):

Each spring, CSUCI partners with the Camarillo Chamber of Commerce to host the Annual CSUCI Connection Luncheon. Twenty selected students are trained on topics surrounding professionalism, dining etiquette, and interviewing techniques. The first part includes a mentorship networking mixer where students are paired with a luncheon sponsor. In an effort to ensure our students are prepared to engage in this formal luncheon, a practice dining etiquette luncheon hosted by Apple One is recommended. This session will include networking preparation, resume review, and practice with dining etiquette on-campus. We will provide a sponsored table at the CSUCI Connection Luncheon for Apple One where President Beck will provide a State of the University Address to the community.

Interview Feedback:

We launched Interview Stream this fall which is a virtual interview software for students/alumni to practice interview skills. Interviews can be customized by industry or position. With the assistance of Apple One, we are proposing support by recruiters to review and provide constructive feedback to candidates who utilize the interview modules.

Lastly, if funded, we are proposing to establish an MOU outlining terms of agreement for this partnership with Apple One.

PeopleGrove Mentorship Software:

One of our key priorities is strengthening CSUCI's community through the power of mentoring. The goal of this project is to implement an online platform to support this initiative while serving the needs of all the relevant stakeholders at CSUCI. In result, we will foster a robust alumni network, facilitating meaningful connections between current students, alumni, and industry.

An important aim of this project is to strengthen ties between CSUCI alumni and the campus. This project will enable us to build out mentoring networks where they are most needed, while developing the institutional structure and expertise to scale up in the long-term.

SUPPORT FOR UNIVERSITY MISSION AND STRATEGIC PLAN/PRIORITIZATION:
Describe how this proposal supports the university mission and strategic plan. If applicable, please identify the specific goals and strategies identified the strategic plan and /or how program prioritization has informed this strategic budget request.
The university strategic plan can be found at:
https://www.csuci.edu/president/initiatives/index.htm

Strategic Initiative: Educational Excellence

Goal: Ensuring students graduate with the high-level knowledge, skills and experience necessary for engaged citizenship and career success.

Objective: Through a partnership between Apple One and CSUCI, we will prepare our Dolphins for career success.

Action: Apple One to facilitate career fair preparation workshop(s), a dining etiquette luncheon, provide interview feedback in partnership with Career Development and Alumni Engagement. Additionally, we will implement PeopleGrove to support the mentorship needs of our students/alumni.

Risk and Alternatives:

1)What are the consequences of not funding this package? While CSUCI produces quality graduates, additional professional development through more intentional partnerships with industry in support of the career preparation needs of our Dolphins is necessary. Through this partnership, we will be able to provide Dolphins with specific qualities industries are targeting for employment and career development. The consequences of not funding this package would leave our Dolphins at a disadvantage for the competitive job market.

2) What alternatives were explored and why was this alternative chosen? A pilot program with AppleOne was implemented last semester with good feedback from both the participants and the AppleOne consultant. Expansion of this pilot program to a campus-driven program with Career Development and Alumni Engagement integrated in the facilitation, evaluation, and reporting of this program is recommended as we proceed.

BUDGET JUSTIFICATION:

1)Provide justification for the amount requested. Describe the various cost drivers and assumption considered in developing the request (e.g. enrollment increases). Describe any anticipated expenditure implication(s) for other university units.

Item	Expense
Career Fair Preparation	*5,000*
Dining Etiquette Luncheon	*7,000*
Interview Feedback	*5,000*
Mentorship Software	*$15,000*
	$32,000- Total

CDAE's current staffing model is not adequate to develop, facilitate, and evaluate these proposed initiatives but through a partnership with Apple One we can provide these resources for our students/alumni. According to NACE, the median number of students to FT professional career center staff is 1: 519 (2018 Career Services Benchmark Report). Currently the career center staff is 5.35 FTE with three temporary funded part-time positions. Our current ratio is 1 staff: 1,383 students (not including alumni) which is almost **three times more** than the median NACE reported benchmark. In order to facilitate these new initiatives, investing in a partnership with Apple One to support for operations is essential to establishing sustainable resources.

2) Describe space requirements if applicable.
Not applicable.

OUTCOMES AND ASSESSMENT:

Identify outcome(s) that you hope to achieve with the proposal and describe how you will assess your results. Please ensure that they tie to the Objective level measures from the Strategic Initiatives and what data you have to support their intended outcome.

Objective: Through a partnership between Apple One and CSUCI, we will prepare our Dolphins for career success.

Career Fair Preparation

Overall, employers who participate in the career fairs are complimentary of our candidates, with 95% of the employers noting that CI candidates possessed effective verbal communication skills while 80% felt CI 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 engage

Through this partnership, Apple One would facilitate career preparation workshops and 1:1 sessions with recruiters to aid our ability to prepare Dolphins for success at the Career & Internship Fair. Quantitative and qualitative data will be collected from student/alumni attendees to measure workshop learning outcomes.

Objective: Through a partnership between Apple One and CSUCI, we will prepare our Dolphins for career success.

CSUCI Connection Luncheon (Dining Etiquette Luncheon):

Participant Learning Outcomes:

1. Demonstrate confidence and skills to interact with industry professionals.
2. Learn techniques to engage with industry professionals in a polished manner.
3. Demonstrate effective dining etiquette during a formal luncheon.

Objective: Through a partnership between Apple One and CSUCI, we will prepare our Dolphins for career success.

Using a mock interview rubric, provide feedback on the virtual interview platform to students/alumni.

Mock Interview Participant Learning Outcomes:

1. Identify an effective interview technique to implement during the interview process.
2. Apply reflective thinking and critical reasoning to demonstrate their ability to problem solve a work-related dilemma.
3. Verbally articulate skills and how they relate to the industry/position.
4. Distinguish appropriate greeting, eye contact, handshake, dress, and body language to demonstrate in an interview.

Objective: Through a partnership between Apple One and CSUCI, we will prepare our Dolphins for career success.

Mentorship Software

By driving meaningful networking and mentorship connections within our campus community, there are valuable outcomes not only for our alumni but also CSUCI as a whole, including but not limited to:

- Supportive relationships doubled graduates' perception that their education was worth the cost (Gallup-Purdue Index 2015 Report).
- Alumni desire career and professional support from CSUCI long after they graduate
- Improved career outcomes and greater career exploration.
- Through alumni connecting with each other they will foster a greater sense of affinity to CSUCI, leading to increased alumni participation rates and a culture of giving back.
- Real-time reporting and integrations with social media platforms provide deep data insights on alumni interests and engagement levels.

Notes:
  a) Each Strategic Budget request Narrative Proposal must be accompanied by a corresponding Strategic Budget Request Financial Details form.
  b) Upon approval by the Division Vice President, submit both the Narrative Proposal and Strategic Budget request Financial Detail form to the University Budget Office.

Reviewed by:

signature	9/21/2018
Vice President Signature	**Date**
Nichole Ipach	

Strategic Budget Request Financial Details Form

Fiscal Year: 2018-19

Project Name: Career Readiness Partnership with Apple One

Division: UA

College / Department: Career Development and Alumni Engagement

Fund: **One-Time or Permanent:** One-Time

SUMMARY					
	Operational Budget	Strategic Priorities Set Aside Request	Grand Total	Approved	Approval Date
Budget Request	$0.00	$32,000.00	$32,000.00		

BUDGET REQUEST DETAILS		
	Operational Budget	Strategic Priorities Set Aside Request
Faculty	$0.00	$0.00
Non-Faculty	$0.00	$0.00
Supplies	$0.00	$0.00
Contracts/Services	$0.00	$32,000.00
Equipment	$0.00	$0.00
Training/Conferences	$0.00	$0.00
Travel	$0.00	$0.00
Other	$0.00	$0.00
TOTAL	**$0.00**	**$32,000.00**

OTHER REVENUE SOURCES (Other funds that will be applied to this project, beyond the Budget Request)	
Grants	$0.00
Re-Allocations	$0.00
Partnerships	$0.00
Other	$0.00
TOTAL	**$0.00**