



Student Services and Administrative/Operational Annual Program Review and Planning Update Form Fall 2023

BACKGROUND:

Program review is an integral part of the campus planning process. As programs and areas monitor their progress on the current comprehensive four-year program review, changes in need and scope can be expected. This Annual PR Update form is designed to outline and request modifications to the current program review that occur between comprehensive four-year review cycles, as needed.

Examples of a requested change include new information such as action plans, outcomes modifications, personnel changes, technology needs, and capital expenditures requirements. As programs and areas monitor their progress on the previous comprehensive four-year program review, the form provides the basis to suggest a change in plans and processes to improve student success and institutional effectiveness.

DIRECTIONS:

This form shall be completed annually by **all** student services programs and administrative/operational offices.

- Programs or offices must submit their Annual Program Review Update form to their manager or dean by 5pm, Monday, November 27, 2023.
- Managers or deans will forward the completed form to the Program Review and Planning Committee Chairs by 5pm, Monday, December 4, 2023.
- Questions or concerns?
 - Committee contacts:
 - Co-chairs Mary Bogan (mbogan@fullcoll.edu) and Bridget Kominek (bkominek@fullcoll.edu)
 - Manager and classified professional representatives on the [Program Review and Planning Committee](#)
 - [Office of Institutional Effectiveness](#)

SUBMISSION:

Program: Career Center, Career Readiness Division: Counseling Date: 12/13/2023

We have reviewed our most recent self-study and **have not identified** any significant changes that necessitate resource requests for the upcoming academic year. *(Complete part 1 only)*

We have reviewed our most recent self-study and **have identified** significant changes that necessitate additional resource requests, which are attached in our submission. *(Complete parts 1 and 2)*

Principal Author Signature:
Date:

Printed Name: Rabia Khan

Manager or dean Signature:
Date:

Printed Name:

Part 1: Review of Data

List the outcomes from your Fall 2022 self-study. Which outcomes has your program assessed in the last year and/or which do you plan to assess in the coming year? What changes, if any, have been made to your program or outcomes as a result of outcomes assessment?

The Career Readiness (formerly known as the Workforce) branch of the Career Center, stated the following as program outcomes to be evaluated in the Fall 2022 self-study:

1. *Outcome related to students understanding the fundamentals of resume development:* Students who attend the resume workshop will be able to identify the 5 primary sections of an effective resume.
2. *Outcome related to students understanding the fundamentals of interview preparation:* Students who attend the interview workshop will know what the STAR method for interviewing is.
3. *Outcome related to an increase in student awareness and usage of The Hanger, Fullerton College's Career Closet:* The Hanger, Fullerton College's Career Closet will experience at least a 3-5% increase per year in the number of students attaining items from it.

For the purpose of this Annual Program Review, I will be sharing a thorough assessment of outcome #3 in regard to the overall success of The Hanger.

The Hanger, Fullerton College's Career Closet serves Fullerton College students by providing clean and gently used clothing, shoes, and accessories. Students can also find other products to help meet their basic needs such as toiletries and menstrual products. This service will help them on their journey toward finishing school and finding employment or internships. It will also help them at career fairs, networking events, and school presentations. The less focus students have to pay to meeting these needs, the more focus they can place on pursuing their dreams and goals.

The closet operates on a point system for all students enrolled in classes. Students are given a base of 6 points (items) per semester, plus up to an additional points (one for every student friend they refer to The Hanger, up to 4). If the allotted point total is insufficient to meet a student's needs, they can connect with the Program Coordinator or Professional Expert to get additional points and provide rationale as to their need. All items have been donated to The Hanger by staff, faculty, managers and the local community. These items are free for students to keep.

Data is collected regarding:

1. Number of students shopping at The Hanger daily
2. Number of students stopping at the pop-up events in the quad each week and at the in-reach events throughout the semester (in collaboration with other campus programs)
3. Survey of student experience at the end of the semester

The method of data collection is as follows:

1. Staff utilize SARS to enter student ID numbers of students who have taken items from The Hanger; it is also used to track what items were taken
2. Utilize tally method to prioritize engagement
3. Student survey sent out at the end of every academic year

The purpose of collecting such information allows us to measure:

1. How often students are using The Hanger
2. Provide exposure and awareness of this service to students
3. To get the student experience and overall benefit of using our service

In an effort to increase the number of students utilizing our service, we have been participating in a number of in-reach events. As shared in our program review, goals for Year 1&2 for The Hanger include providing a stronger presence in the quad, and having staff offer pop-up shows at least bi-monthly. We also wanted to be intentional about developing deeper relationships with Associated Student Government, Umoja, Puente, EOPS, LGBTQIA+, and Grads to Be and conduct presentations each semester with these group. Furthermore, we

wanted to develop a social media presence.

Hanger pop-up events were implemented in Spring 2023. Instead of doing a bi-monthly pop-up show, I increased the amount of in-reach to having staff in the quad on a weekly basis. Staff showcase seasonal items from the career closet, and disseminate information about The Hanger and other Career Readiness resources. As of Fall 2023, students have also been able to use their points and go shopping at the pop-up.

Challenges we faced in assessing this outcome were collecting data from in-reach events. We are able to gather the information of students who “shopped” and used points but we are not able to always gather the information of students who dropped by and learned about the service – so that we can reach out to them with an email later reminding them about our services. Although we have created a QR code for students to complete an interest form, the internet doesn’t always work, or there are too many students at once to capture everyone during our in-reach events.

Our evaluation of the outcome for student’s who “shopped” and took at least one item, whether at The Hanger location in room 2027 or the pop-up shows in the quad are as follows:

- Fall 2022 | 08/22/2022-12/10/2022 | 121 student shopping experiences
 - Spring 2023 | 01/03/2023-05/20/2023 | 274 student shopping experiences
 - Fall 2023 | 08/21/2023 – 12/09/2023 | 379 student shopping experiences
- Goal of increase: 3-5%
Percentage Increase: Fall 2022 compared to Fall 2023 = 32% increase

Much of the success of the increase in numbers can be attributed to four different factors:

1. Increase in pop-up shows in the quad and overall in-reach with other campus partners/departments
2. Collaboration with specific programs
3. Policy of offering more points if a student brings in a student friend
4. Enhancement of social media

We had zero pop-up events in Fall of 2022, as this was the official semester launch of The Hanger. In Fall of 2023, we had 16 pop-up shows throughout the semester in the quad. We also increased in-reach efforts overall, by participating as a Career Center in a number of events hosted by EOPS, Outreach, Transfer Center, Promise, and various campus fairs. Additionally, we began targeted collaborations with the LGBTQIA+ and Sustainability Department over the past year. We co-hosted a presentation on safe binding practices and invited students from the LGBTQIA+ community to The Hanger to participate in a special clothing party, where they were able to try on clothes, binders, and gaffs (that were donated by Gender Bender Apparel LLC). We also worked with our Sustainability department, to get a USAGAIN clothes and shoes bin placed near The Hanger. This bin allows our center and the local community to responsibly donate and recycle clothing and shoes brought to the center that cannot be used, and a small portion of proceeds from these clothes are donated back to The Hanger. Collaborations with Umoja, EOPS, Puente, Grads to Be, and APIDA are also part of the goal for the next academic year, as we expand our reach for Career Readiness. We were happy to see more students coming in based on the referral from a friend. Providing the incentive to offer more points has proved valuable. Finally, we were able to hire an Adult Hourly, whose primary focus has been on assisting with all things related to marketing and social media for the Career Center. She has significantly helped increase our online presence, and provided engaging content to connect students to our resources.

As shared in the annual program review, the goal of The Hanger also included assisting in removing barriers to student equity and success. By providing students with professional attire, we are also helping them feel a greater sense of belonging, and confidence in their career readiness journey. This outcome also strives to outreach to our most underserved populations on campus, so that they are aware, and can take advantage of this much needed service. Our end of the year survey sent to students showed us that we are on track.

Out of 29 students who completed the survey:

- 100% said they would recommend The Hanger to an enrolled friend
- 10 said they were going to use the clothes for an interview

- 9 said for identity exploration
- 7 said to have clothing for work
- 26 strongly agreed that The Hanger saved them money
- 11 strongly agreed that the chosen items increased their confidence
- 6 agreed that the chosen items increased their confidence

The projection to continue to increase the exposure and usage of The Hanger looks pleasing. In addition to all of the efforts mentioned earlier, our Career Readiness offerings will include a new webinar around Professional Dress; so, along with best practices being taught around professional attire, advertising around The Hanger and other Career Readiness services will be also provided. We have not faced too many challenges this past year for The Hanger. By having the appropriate resources in place, we have been able to exceed our goals and hope to continue to do so in the future. The only area I would like to have quick access to for data purposes would be a break down of our students' demographics, primarily Socio-economic (e.g. Pell eligibility) and ethnicity – so we can ensure that our most vulnerable and disproportionately impacted populations are being reached as well.

Part 2: Additional Resource Request Reasoning and Support

For each request, complete steps A, B, and C.

Step A: Briefly describe the request.

A request to utilize the services of an Adjunct Counselor or Professional Expert to help with Career Readiness, particularly with one-on-one resume and cover letter reviews. Thorough resume reviews take multiple sessions with a student. Our center currently provides a series of resume development webinars and will start facilitating resume labs next semester. However, we do not have the human resources to provide one-on-one advising for our entire Fullerton College student population.

Step B: Answer the following questions:

1. Is it imperative that this resource request be processed now rather than during the next comprehensive program review? Why?
 - Having one-on-one resume review services provided by Counselors or Professional Experts is a best practice. If a recession does end up happening in the near future, this particular service will be even more important.
 - The Career Center Program Coordinator for Career Readiness is working with other Career Center Program Coordinators within our District to see if there are Regional funds available to hire Career Coaches or Professional Experts that can be shared with NOCE and Fullerton but in the chance that there isn't, this request is being made.
2. How will this additional resource allocation specifically enhance your program's services, activities, processes, etc. to continue or improve student learning and achievement?
 - Learning how to create a resume is a life-skill; one that will be used throughout a person's career. If learned successfully, it can help our students achieve greater milestones in their academics and in the world of work. Consequently, our center provides live Resume 101 webinars, recorded videos, and supplemental guides to help students with understanding the fundamentals of crafting powerful resumes. We do not offer one-on-one resume reviews currently, but the Resume 101 webinars are well attended by students. Feedback from these webinars are very positive in that the students leave knowing how to develop their resume, but they would still like a second pair of eyes to review their resume and cover letter, per the specific jobs that they are applying to. In the semester that one-on-one resume services was being piloted but not advertised, we had on average at least 2-4 students per week, which required at least 4-8 hours per week coming in for this service (1 hour prep and 1 hour review), with additional follow-ups the following week sometimes. If advertised, many more students would take advantage of this service throughout the year. With a small Career Center staff, human resources dedicated to this particular service is not currently feasible.
 - Both the Program Coordinator for Career Readiness and the Student Service Specialist will be

trained and certified by the National Resume Writers Association in the coming months, and can then provide training to Adjunct Counselors, Career Coaches, or Professional Experts to offer resume reviews to students.

- Next semester, for students who attend the Resume 101 webinars, the Program Coordinator will be providing resume labs and using a new software (powered by Lightcast). The combination of these two factors might help, as students will have the chance to create their resumes in real time, and the facilitator can answer questions throughout the hour.
3. How will this additional resource allocation help you serve the college mission or strategic initiatives, and/or your program’s goals for improvement, as stated in your last program review?
- It will help us gain even greater success for outcome number #1: Students who attend the resume workshop will be able to identify the 5 primary sections of an effective resume. Yes, students are already walking away with this knowledge by attending the Resume 101 webinar – but it would be amazing to see our students also walking away with the confidence that their first resume is a success because they had someone take the time and review their efforts with them. This professional can also provide specific resume presentations for our capstone type courses, particularly, our Career Technical Education classes – when students are a semester away from entering into the workforce. They can also help with developing resumes specific to our Hornet Pathways, offering templates that support students on their guided exit journey.

Step C: Complete this chart with details of the request:

| Type of Resource | Requested Dollar Amount | Potential Funding Source It is only necessary to list potential funding forces if you are aware of specific grants/program funds appropriate to the request, such as Strong Workforce. |
|--------------------------------|-------------------------|--|
| Personnel | \$16,000 | |
| Facilities | | |
| Equipment | | |
| Supplies | | |
| Computer Hardware | | |
| Computer Software | | |
| Training | | |
| Other | | |
| Total Requested Amount: | \$16,000 | |