

# Impact: Results & Use of Results Reported by Goal



## Annual Program Plan Career Transfer Ctr

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### Strategic Direction 1 - Student-Centered Curriculum

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##### *Analysis of Data*

**Reporting Year:** 2021 - 2022

**Conclusion:** Trending Up

**Analysis of Data:** The Career Transfer Center would like to address Strategic Direction 1, Student Centered Curriculum, Goal A, to clarify and develop academic programs that effectively lead to student transfer, with a particular focus on metric 4, increase the number of TAG's students sign to a UC campus. The Career Transfer Center held three TAG workshops in the month of September 2020 with over thirty students signed up for each one. Due to the high attendance of workshops, social media/advertising and one on one TAG Review appointments we have successfully increased the amount of TAG's signed from 393 for fall 2020 admission to 471 for fall 2021 admission. We have directly impacted this strategic direction by advertising our workshops via social media, vcccd portal and emails and increasing the TAGs that have been submitted. In the future, the department will continue to offer TAG workshops and increase the number of workshops offered as well as offer TAG Review appointments to make sure that students have met UC TAG requirements. According to the data, the Career Transfer Center saw 1,035 students in 20-21 compared to 4,998 in 19-20. This was due to services having gone remote due to COVID-19. However, the data shows that the department served more DI students, %62 in 20-21 compared to %56 in 19-20. The Career Transfer Center is doing outreach to students who have completed 45 units or more and are part of a DI group. This project could be more impactful if there were more counselors assigned and able to do outreach.

**Entered By:** Giselle Ramirez

**Analysis Dates:** 09/20/2021

##### *Suggested Actions*

**Suggested Action:** Institute an email campaign to students who have 45 units or more and might be ready for transfer.

Reach out to students via email/phone calls who have started a TAG application but have not submitted one.

Create a TAG program where student who have 45 units or more and are in their second year at Moorpark are able to enter the program and meet with a counselor specific to the program.

(09/20/2021)

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Strategic Direction 2 - Student Access

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

## Strategic Direction 3 - Student Success

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#### *Analysis of Data*

**Reporting Year:** 2021 - 2022

**Conclusion:** Trending Down

**Analysis of Data:** In looking at goal E, metric 4, increase internships, the M80 internship data emphasizes the need to increase the pool of underrepresented & DI students in community college employment opportunities to reflect the diversity of the student body. As a result of working remotely due to the Pandemic, there was a significant decrease in the number of students participating in the internship program since March, 2020. This included a decrease in Men of Color participating in an internship. Not all students were able to participate in an internship due to the inability to pay for tuition, access to transportation, and access to technology.

However, there was an overall increase in M80 enrollments during post-pandemic recovery period. This was a result of collaboration with the Director of Equity to target DI students by developing a 4-week remote paid internship that focused on networking and communication skills. Additionally, all DI participants were provided with comprehensive wrap-around career support for every student, including resume assistance, interview preparation, job coaching, and internship placement. Overall, we identified significant growth of females in professional learning opportunities and an increase in enrollment among students over 25 yrs and 50 yrs of age. This was a result of the following: (1) aggressive student outreach; (2) strengthening local employer partnerships and developing new partnerships with small businesses, CBOs, and government agencies; (3) increased advisory board membership; and (4) more effective targeted marketing by collaborating with faculty.

**Entered By:** Giselle Ramirez

**Analysis Dates:** 09/28/2021

#### *Suggested Actions*

**Suggested Action:** We are meeting the demands of the labor market by aligning the Career Center' strategic goals with current LMI data from the Centers of Excellence. The Career & Transfer Center continues to offer career exploration and preparation through work based learning activities, including industry tours, guest speakers, and marketing Career Week to the local community.

(09/28/2021)

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Strategic Direction 4 - Campus Safety and Wellness

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

Strategic Direction 5 - Organizational Effectiveness

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

Dean Signature - Dean Signature indicates review.

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

# Assessment: Program Overview (SWOT)



## Annual Program Plan Career Transfer Ctr

**Program Description:** The Career Transfer Center (CTC) offers life planning assistance to all students, whether updating job skills, pursuing a certificate or degree, or planning to transfer to a 4 year university. CTC offers limited career services such as career exploration activities in the form of assessments, courses, workshops, and career counseling to help students determine their career and transfer goals. CTC assists students in the job search process and maintains an online job/internship posting system through NACE for both off campus and on-campus jobs/internships. The CTC also works with industry and faculty to develop internship opportunities in over 15 different disciplines. CTC is the liaison to transfer universities providing transfer events, appointments with universities, and facilitating special transfer initiatives such as TAGs, ADTs, and Honors TAP. CTC hosts events such Transfer Day, Mini Transfer Fairs, Transfer Social, Instant Admissions Days, specific university days, Job & Career Expo, Major Awareness Events, and Transfer Wall of Fame. CTC collaborates with CTE faculty to develop internships, career workshops and appointments for special populations. CTC collaborates with non-CTE faculty to provide class presentations on career, major, and transfer.

**Department Chair / Coordinator / Program Lead:** Traci Allen/ Giselle Ramirez

**Dean/Manager:** Howard Davis

### 2021 - 2022

**Strengths:** For CTC purposes, strengths are departmental attributes that are reflective, positive, effective and within our internal control with additional influence from other institutional services. There are opportunities that can foster additional progress to advance CTC student learning outcomes and our staff work to improve service on multiple platforms.

- We are three departments in one which allows for the student to stop in one place and get information about transfer, jobs and internships.
- We have an experienced and dedicated staff committed to helping students and providing them with resources.
- We continue to provide a wide range of workshop & virtual event opportunities for transfer specific and career exploration.
- We value diversity/inclusion through a wide range of transfer and career support services and educational programs.
- We continually work to expand internship pipelines, streamlining processes and structures to better serve students with disabilities, Vets, and special population students through the M80 courses.
- The CTC also focuses on outreach to non-traditional students for non-traditional Career Ed programs.
- The CTC continually delivers, advises, and facilitates events for students designed to strengthen their transfer and career opportunities.
- The CTC excelled last year in publicizing virtual transfer events for students. We had the highest number of attendance in our TAG, Transfer 101, UC and CSU application assistance ever recorded! We also advertised all events through social media which was previously not as active.

**Weaknesses:** There continue to be areas of improvement for providing best practices to our community.

Paid internships can no longer be funded through Strong Workforce, which will impact 20% of our students enrolled in the internship program.

Access to counseling personnel (appointments).

CTC Dean oversees Physical Science and CTE while another dean oversees Transfer.

Lack of support from administration and faculty.

Center is more CTE and Transfer not Career Transfer.

Continued emphasis on CTC visibility once back on campus.

A decrease in placement of interns as a result of COVID19.

Internship placement is very challenging. With limited internship openings, community college students must compete with four-year university students.

**Opportunities:** Online services, information & resources have improved website use

Growing student interest in increased online services.

Targeted marketing for specific programs and branding

Diversity of new and returning students

Continuing and returning educational opportunities

Emerging Technologies (Virtual Flipbook, use of Canvas & Cranium Café)

Collaboration with the counseling office to assist with transfer event/workshops.

Working with SEA Director to target DI population of students who have 45 units or more and invite them to a transfer transitions workshop.

Collaboration with FYE/SYE and other programs to create a cohort based transfer plan.

Development of processes, strategies, connection and communications in support of guided pathways.

Articulation Options & Innovative Programming

Data-informed innovation (how data is displayed for students & community)

Expanding partnerships with campus services (Associated Students) to provide Alumni presentations.

**Threats:** Multiple use of small conference room adjacent to our center which we use for the majority of our CTC needs i.e. university appointments, small workshops, CTC meetings etc.

- Limited staff to assist students with direct transfer process during peak times.
- Affordability & increased cost of living
- Future growth (enrollment levels)
- Student Preparation
- Funding & Resources (State funding, policy uncertainty)
- Retaining valuable staff
- Online competition
- Changes in technology & new technologies
- Wellbeing (balance between school & work, family)



# Program Plan



## Annual Program Plan Career Transfer Ctr

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**Department Chair / Coordinator / Program Lead:** Traci Allen/ Giselle Ramirez

**Dean/Manager:** Howard Davis

### Initiative: Expand Enrollment

Increase enrollment and meet the needs of students.

**Initiative Status:** Active

**Initiative Year(s):** 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

#### Resource Requests

**(A) Active Request** - Conversion of FH 112A into an area for University Representatives. (Active)

**Justification:** Currently Univ Reps have no space to meet with our students. Often times we have 2-4 representatives visiting at a time with no place to put them.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (E) Review for Space Allocation

**Priority:** High

**Replacement Item:** No

**Building and Room #:** FH 110

**(A) Active Request** - Part Time Counselor (Active)

**Justification:** Specialized counselor to help students meet TAG requirements, submitting TAG applications and TAG workshops.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (A) Faculty Request

**Funding Source:** General Fund

**Priority:** High

**Overall / Aggregate Cost:** 50000

**Replacement Item:** No

**Building and Room #:** FH110

### Initiative: Student Engagement and Success

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Curriculum and associated equipment and supplies must be reviewed and updated to maximize student engagement and success.

**Initiative Status:** Active

**Initiative Year(s):** 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

## Resource Requests

**(A) Active Request** - The conversion of FH 112A to accommodate space for current classified/faculty staff, visiting university representatives for one-on-one appointments, and computers/student work space. (Active)

**Justification:** Our space is very limited. There are three offices; one is for the Transfer Coordinator, the other office is for the Job Placement Specialist and the last office is for a full time counselor that is part of general counseling. There are also two work stations for two classified employees as well as a small front desk for student workers. Currently visiting representatives have been scheduled for one-on-one appointments in various classrooms throughout Fountain Hall. Cost is an estimate though could be more.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (E) Review for Space Allocation

**Funding Source:** General Fund

**What specific grant opportunities could help fund your request?:** Strong Workforce and Perkins

**Priority:** High

**Overall / Aggregate Cost:** 25000

**Replacement Item:** No

**Building and Room #:** Fountain Hall 112A

**(A) Active Request** - Career Assessments such as MBTI, Strong, etc. (Active)

**Justification:** Students who are currently undecided and need assistance with major selection can take assessments to help them decide on a career path. Having these assessments available for our undecided students is crucial for their success. There are several career assessments from which to choose; however, two of the most researched and reliable are the MBTI and Strong Interest Inventory. These assessments provide insight into students' interests and personalities as they relate to major/career choice, among other aspects of the college experience. There is a base cost for the assessment tests and an annual fee. Approx \$25 per set of inventories, and a yearly \$195 website maintenance fee. This request has been funded however, we would like it to be funded annually.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Priority:** High

**Overall / Aggregate Cost:** 10000

**Replacement Item:** No

**Building and Room #:** FH 110

**(A) Active Request** - One full time counselor. (Active)

**Justification:** With the new full time Project Placement Specialist being housed in the CTC we will be down 1 full time counselor. In order to run the center effectively a full time counselor is needed to help with counseling and several projects/events and throughout the year specific to career and transfer needs.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (A) Faculty Request

**Funding Source:** General Fund

**Priority:** High

**Overall / Aggregate Cost:** 70000

**Replacement Item:** No

**Building and Room #:** FH 110

**(A) Active Request** - Student Services 1 Clerical for Check In/Front Desk (Active)

**Justification:** Having a Student Services Clerical at the front desk would alleviate the constant interruption of other classified

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staff in the office by student traffic.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (B) Classified Request

**Funding Source:** General Fund

**Priority:** High

**Overall / Aggregate Cost:** 20000

**Replacement Item:** No

**Building and Room #:** FH 110

## (A) Active Request - Funding to create a Transfer Achievement Program (Active)

**Justification:** In an effort to increase our underrepresented transfer numbers, create a cohort based support program within the Transfer Center designed to assist all underrepresented students who are planning to transfer to a four-year college or university. The programs goal is to provide students with the necessary knowledge to make informed decisions in their development of a plan that ensures a successful transition from Moorpark College to a four-year university.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** Other Funding

**Priority:** High

**Replacement Item:** No

**Building and Room #:** FH 110

## (A) Active Request - Funding for a more private Transfer Achievement Celebration. (Active)

**Justification:** Currently our Transfer Social is open to any student therefore not recognizing those whom are transferring. The Transfer Achievement Celebration would be specifically for those who have received an acceptance letter and would be recognized through a formal event.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** General Fund

**Priority:** High

**Overall / Aggregate Cost:** 3500

**Replacement Item:** No

**Building and Room #:** FH 110

## Initiative: Outreach

Increase awareness of services and greater connection with the instructors, class, and college.

**Initiative Status:** Active

**Initiative Year(s):** 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

## Resource Requests

### (A) Active Request - Improvement of website (particularly front page) for greater exposure to activities for students. (Active)

**Justification:** Currently the Career Transfer Center website is reached through the menu link on the right side of the home page under student. Once students arrive to the Career Transfer Center website all of the Career and Transfer links are mixed through out the right navigation pane. It would be best to create a website for each service (Career and Transfer) separately so that students could navigate either career or transfer and not have a mixture of both which could cause confusion.

**Contact Person for Request:** Giselle

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** Other Funding

**Priority:** High

**Replacement Item:** No

**Building and Room #:** FH 110

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## (A) Active Request - Additional funding for Transfer Day, the Transfer Social and the Job & Career Expo. (Active)

**Justification:** For Transfer Social Spring 2016, and Transfer Day Fall 2017, we were lucky to have Associated Students and outside universities provide funding, however, I can not guarantee that we'll receive funding for each event. We had over 2,500 students attend the Fall 2017 transfer Day event, and 750 of them came and ate the free food we provided. Providing food is a great motivator to have students attend and I would like to ensure this additional funding for each of these events each year. \$10,000 would be for the entire year, with \$5,000 available per event.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** General Fund

**Priority:** Medium

**Overall / Aggregate Cost:** 10000

**Replacement Item:** No

**Building and Room #:** Fountain Hall 110

## (A) Active Request - Funding for publications: development, creation of new ones; open to new formats like online brochures. (Active)

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Priority:** High

**Overall / Aggregate Cost:** 5000

**Replacement Item:** No

**Building and Room #:** FH 110

## (A) Active Request - Promotional materials for class visits or visits. (Active)

**Justification:** Promotional items can be various items such as water bottles, t-shirts, pens/pencils, notebooks, binders (school supplies)-- things that are usable, wearable so students will use them and they will "talk" about where they got it.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Priority:** High

**Overall / Aggregate Cost:** 1500

**Replacement Item:** No

**Building and Room #:** FH 110

## (A) Active Request - Funding to purchase additional sandwich boards and/or advertising space to be placed in key locations around campus to notify students about CTC monthly activities. (Active)

**Justification:** Various depts on campus come to us to use our boards, and when that happens, we can't advertise for our own activities.

**Contact Person for Request:** Giselle Ramirez

**Resource Category - Where does this request belong?:** (F) Other

**Priority:** High

**Overall / Aggregate Cost:** 1500

**Replacement Item:** No

**Building and Room #:** FH 110

## (A) Active Request - Funding for Bus trips to universities- these trips will increase awareness of the CTC and further promote our office and services; cost listed is for the full year, with \$10000 for Fall trips, and \$10000 for Spring trips. (Active)

**Justification:** Many times students aren't sure about where to transfer let alone haven't had the opportunity to visit a university that might be a possible school of choice. Having bus trips would help students determine if the university they visit is in fact a good fit for them or not.

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**Contact Person for Request:** Giselle Ramirez  
**Resource Category - Where does this request belong?:** (F) Other  
**Priority:** High  
**Overall / Aggregate Cost:** 20000  
**Replacement Item:** No  
**Building and Room #:** FH 110

**(A) Active Request** - The purchase of two canopies (10' X 20') with our logo/name on it to table on Raider Walk or other Career Transfer Center related activities; we want to start doing Drop-In Counseling on Raider Walk to promote CTC. (Active)

**Justification:** Many students don't know that we exist. In order to help change that, we'd like to have a presence in the quad area with canopies that have our logo/name on it.

**Contact Person for Request:** Giselle Ramirez  
**Resource Category - Where does this request belong?:** (F) Other  
**Priority:** Medium  
**Overall / Aggregate Cost:** 3000  
**Replacement Item:** No  
**Building and Room #:** FH 110

## Initiative: Facilities and Technology Maintenance and Updates

Update and maintain the classroom, technology, lab, and office spaces utilized by this program.

**Initiative Status:** Active

**Initiative Year(s):** 2020 - 2021, 2021 - 2022

### Resource Requests

**(A) Active Request** - Wireless hot spots for student use. (Active)

**Justification:** Due to COVID19, several students do not have access to internet, providing wireless hot spots for students would allow them to connect to the internet and have access. For 20 hotspots at \$3600.00 for a 5-month internet service.

**Contact Person for Request:** Celine Park  
**Resource Category - Where does this request belong?:** (D) Technology Need  
**Funding Source:** CTE Funds (will need to apply for funds)  
**What specific grant opportunities could help fund your request?:** Strong Workforce and Perkins  
**Priority:** High  
**Overall / Aggregate Cost:** 7200  
**Replacement Item:** No  
**Building and Room #:** FH 110