

SAN DIEGO
MIRAMAR
COLLEGE

CAREER CENTER

CAREER SERVICES
Strategic Plan
2022-2025

**QUALITY
ENHANCEMENT**

A vision for the future

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Welcome!



Dear Colleagues, Partners, and Students:

In 2021-2022, after returning from a worldwide pandemic domain, the Miramar College Career Center embarked on a change process to envision and develop the next generation of career services at Miramar. We examined environmental and industry trends that impact how we deliver career services. These trends include an intensified public focus on educational value with career outcomes post-pandemic as the perceived primary indicator of value, changing demographics, and needs of students. The unpredictable future of work. The increasing role of technology. Elevated employer expectations of students. Our examination coincides with the start of a college-wide strategic planning process and a new equity plan as the Miramar community works together to envision the college's future. The Career Center's 2022-2025 Strategic Plan creates the foundation for our ability to deliver and is grounded by our Mission and vision. Included in this is our quality enhancement plan for Career Services. A critical part of our strategic planning process was reflecting on why we do what we do. Our reflection and conversations resulted in the creation of a quality enhancement process, which can be found on page [23]. Together, these two plans provide the anchor for the "strategic doing" that will take place over the next three years and that includes *three high-level strategic service unit outcome* priorities and provides the visionary framework to guide us as we transform Miramar's career exploration landscape. We invite you to join us in our efforts to inspire excitement and influence the career preparedness and success of every Miramar student.

Kindly,

Claudia Estrada-Howell

Acting Dean

School of Business, Technical Careers, & Workforce Initiatives (BTCWI)



SAN DIEGO MIRAMAR COLLEGE

College Mission

San Diego Miramar College's mission is to prepare students to succeed by providing quality instruction and services in an environment that supports and promotes success, diversity, inclusion, and equity with innovative programs and partnerships to facilitate student completion for degrees/certificates, transfer, workforce training, and/or career advancement.

College Vision

San Diego Miramar College will be the center of education innovation, and services to support our diverse students and community.

San Diego Miramar College, in keeping with this vision, supports and emphasizes the following guiding values:

- Access to learning and support services, for all students to successfully achieve their educational and career goals
- A culture that embraces and promotes equity, inclusion, civility, responsibility, sustainability from a global perspective
- Diversity, equity, inclusion and success of our students, classified professionals, faculty, administrators, and programs that reflect our community
- Creativity, innovation, flexibility, and excellence in teaching, learning, and services
- The ability to recognize and respond to opportunities and challenges emerging from a complex and dynamic world
- Strategic resource and partnership development to support curriculum and program innovation
- Collaboration and partnerships
- Effective participation in governance with respect and professionalism, through intentional, purposeful, and effective communication embraced by the college community.
- Transformative processes that include a culture of evidence, collaborative inquiry, and action for promoting student success

San Diego Miramar College

2020-2027 Strategic Goals & Plans

Goal I: Pathways

Provide student-centered pathways that are responsive to change and focus on student learning, equity, and success.

Goal II: Engagement

Enhance the college experience by providing student-centered programs, services, and activities that close achievement gaps, engage students, and remove barriers to their success.

Goal III: Organizational Health

Strengthen Institutional Effectiveness through planning, outcomes assessment, and program review processes in efforts to enhance data-informed decision making.

Goal IV: Relationship Cultivation

Build and sustain a college culture that strengthens participatory governance, diversity, inclusion, and community partnerships.

Goal V: Diversity, Equity, and Inclusion (DEI)

Build an environment that embraces diversity, equity, inclusion, anti-racism, and social justice for the benefit of the college community.



ABOUT SAN DIEGO MIRAMAR COLLEGE

One of three credit colleges within the San Diego Community College District, San Diego Miramar College offers associate degrees, certificates of completion, and the first two years of a bachelor's degree. Founded in 1969, and located in Mira Mesa, the college services 15,000 students annually with 72 associate degrees and 94 career technical education certificates. The College was recently voted a San Diego Favorite College in the San Diego Union Tribune's 2017 Reader's Poll. Miramar College is accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC), Western Association of Schools and Colleges (WASC). A recent Community College Week study found that Miramar College is the nation's 17th fastest-growing community college, with at least 10,000 students.

About the Career Center



CAREER CENTER VISION

Our vision is to empower students by creating innovative spaces and meaningful experiences for students and alumni to explore majors and career opportunities.

CAREER CENTER MISSION

Our mission is to inspire students to make informed decisions about their futures by providing career-related counseling, comprehensive resources, and specialized programming. The Career Center is dedicated to serving diverse populations by offering various career-development activities that prepare and support each student's lifelong career journey.

OVERVIEW OF CAREER SERVICES

The Career Center's role aligns with the Mission and Vision of San Diego Miramar College to provide quality services that prepare students to succeed in their educational journey and career preparation, as well as promote student success and equity.

The Career Center's main functions include providing career-related counseling services to students regarding career choices, goal setting, and decision-making.

CAREER COUNSELING

Students and alumni can schedule Career Counseling Appointments related to the following topics:

- Career Exploration
- Major Exploration
- Career Assessments & Assessment Interpretations
- Job Search
- Resume Building
- Cover Letter Writing
- Interview Preparation

Students and alumni can schedule appointments by visiting our Career Center in person or by contacting mirajobs@sdccd.edu or calling (619) 388-7335.

Our staff can assist students in determining which types of appointments best suit their needs. In-person and virtual appointments are available to meet students' preferences.





EVENTS AND WORKSHOPS

The Career Center plans events and activities to engage students and alumni in career-related workshops, career preparation, and networking opportunities with employers.

Career Center events include but are not limited to the following:

- Career Workshops
- Employer Networking Events
- Job Fairs and On-Campus Jobs Hiring Expos
- Collaborative events with student services and ACPs



Through the planning process of campus events and activities, the Career Center staff and counselors build and maintain professional relationships with departments, staff, and faculty across all disciplines. In addition, the Career Center develops and manages partnerships with employers in the community on an ongoing basis.

JOB PLACEMENT

Our Job Placement Coordinator can assist students in one-on-one settings to match their skill sets and majors with a job in their field of study. Whether a student is looking for an internship or employment right now or down the road, students can plan and prepare with our Career Services team.



Appointments for job placement services are available for students enrolled in Career Education Programs at San Diego Miramar College.

WORK-BASED LEARNING

The Career Center currently lacks a dedicated Work-Based Learning Coordinator. Despite staffing limitations, the Career Center staff and counselors collectively contribute to achieving the department's goals and service unit outcomes through increasing employer engagement, partnerships with instructional faculty, and the number of work-based learning activities for students.



Work-Based Learning activities include, but are not limited to, the following:

- Classroom Presentations
- Industry Site Visits
- Employer Meet & Greet
- Industry Panels
- Hiring Events
- Job & Internship Preparation Workshops
- Alumni Connections and Support

EMPLOYER RELATIONS

The San Diego Imperial Counties Community Colleges Regional Consortium assigned the Career Center an Employer Relations Liaison in April 2022. There is an Employer Relations Liaison embedded at each community college from San Diego to El Centro.

Our Employer Relations Liaison is solely dedicated to supporting San Diego Miramar College and is responsible for increasing and improving employer engagement with the goal of increasing student access to high-wage, high-demand careers.



CAREER AMBASSADOR PROGRAM

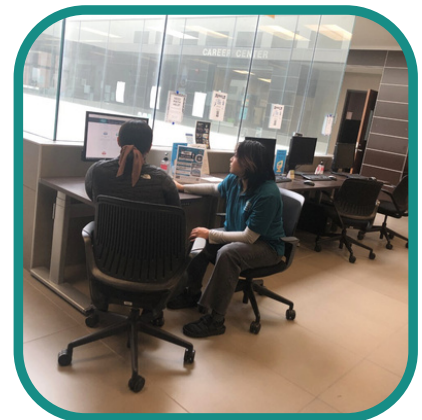
The Career Center re-developed a Career Ambassador Program in Fall 2022 at San Diego Miramar College. Seven part-time employees were hired to serve as Career Ambassadors, dedicated to supporting students and alumni within each Academic & Career Pathway on career-related resources.

Career Ambassadors Mission Statement:

Our Mission is to help Students and Alumni navigate their career journeys by providing peer-to-peer Career Services in an encouraging and inclusive environment. As Career Ambassadors, we equip students with the confidence, skills, and knowledge to thrive in their Academic & Career Pathways (ACPs), professional opportunities, and personal growth.

Services include but are not limited to the following:

- Career Research
- Career Preparation
- Peer Mentoring
- Event Support for Academic & Career Pathways
- Career Education Programs - Overview Presentations
- Information on Majors, Degrees, and Certificates
- Referrals to Student Services



#LGBTQIA+Scholar

Meet our Career Ambassadors! KAYLA TA '22

SOCIAL AND BEHAVIORAL SCIENCES & EDUCATION

Nothing fascinates me more than investigating the complexities of human behaviors so I decided to study psychology.

My career goal is to conduct academic research at an environmental psychology lab.

I'm excited to help students discover their academic interests and career opportunities!

Career Tip: "Don't hesitate to demonstrate your willingness to learn."

Campus Involvement: ACP Success Team, Transfer Student at SDSU, EOPS (Miramar), Psychology Club (Miramar & SDSU), Active Minds (SDSU),

Hobbies: Origami, Reading, Music, Graphic Design, Learning New Languages, Picnicking

Favorite Book(s): *If Cats Disappeared from the World*

Favorite TV Show(s): Extraordinary Attorney Woo

Favorite Holiday: Lunar New Year

Favorite Animal: Cats

Favorite Place(s) to Travel: Japan

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#FirstGenLatinxDreamer

Meet our Career Ambassadors!

BENNY PALLARES '22

HUMANITIES, ARTS, LANGUAGES,
COMMUNICATIONS

My career goal is to become an actor, director and film producer for the Chicanx community. With skills from the Humanities, Arts, Languages, Communication academic & career pathway, I hope to inspire students to share their own beautiful stories and find their true career passion.

Career Tip: "Be confident in following your dreams."

Campus Involvement: ACP Success Team, Transfer Student at SDSU, MEChA (SDSU), SDSU Undocumented Resource Center

Hobbies: Poetry, Hiking, Mountain Climbing, Swimming, Singing

Favorite Book(s): Always Running: La Vida Loca

Favorite TV Show(s): Mr. Iglesias

Favorite Holiday: Thanksgiving

Favorite Animal: Ducks

Favorite Place(s) to Travel: Spain and Mexico



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#FirstGenScholar

Meet our Career Ambassadors!

JASMINE ANCHETA '21

PUBLIC SAFETY

I have always been interested in how the legal system impacts our daily lives and social control affects crime rates. My career goal is to work in Forensics. I cannot wait to share my knowledge and resources about criminal justice with other students who are interested in learning about the public safety academic and career pathway.

Career Tip: "Find opportunities such as internships to enrich your personal and professional growth, and increase your exposure to occupations within your interests."

Campus Involvement: ACP Success Team, Transfer Student at SDSU, AB Samahan (SDSU), Criminal Justice Student Association (SDSU)

Hobbies: Reading, Painting, Watching Kdramas, Walking, Trying New Foods, Lei Making

Favorite Book(s): *A Court of Wings and Ruin*

Favorite TV Show(s): *Goblin*

Favorite Holiday: National Boba Day

Favorite Animal: Whales

Favorite Place(s) to Travel: Hawaii and South Korea

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#CareerAdvancement

Meet
our
Career Ambassadors!

JOSEPH GREANEY '23

ADVANCED TRANSPORTATION
& APPLIED TECHNOLOGY

I find the advancement of technology and transportation to be exhilarating. My career goal is to advance in the airline industry to provide people with safe and reliable transportation. I plan to achieve this for my peers by closely working with a variety of resources to create new possibilities.

Career Tip: "Education opens new opportunities to create career and life fulfillment."

Campus Involvement: ACP Success Team

Hobbies: Computer Technology, Kayak Instructor, Rescue Swimming, Hiking and Nature

Favorite Book(s): Hatchet

Favorite TV Show(s): Shark Tank

Favorite Holiday: 4th of July

Favorite Animal: Duck

Favorite Place(s) to Travel: Canada, Mexico, Brazil



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Meet
our
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RAHMA HASSAN '21

HEALTH SCIENCES

With my passion in helping others and hands-on experience working in the medical field, I hope to inspire and help students in the Health Sciences pathway to reach their career goals. My career goal includes raising awareness of mental health concerns within the minority communities and connecting individuals to culturally relevant resources for support.

Career Tip: "Embrace all positions until you're in YOUR position."

Campus Involvement: ACP Success Team,
Transfer Student at SDSU

Hobbies: Writing poetry

Favorite Book(s): Empty Bottles Full of Stories

Favorite TV Show(s): Grey's Anatomy

Favorite Holiday: Eid

Favorite Animal: Elephant

Favorite Place(s) to Travel: Oromiya, Ethiopia

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Meet our Career Ambassadors!

ANA ZAMUDIO '23

BUSINESS AND ENTREPRENEURSHIP

This career pathway is filled with creative freedom and the ability to be innovative. I look forward to assisting students as they pursue a career in business and entrepreneurship. I plan to apply my management leadership skills to work in the field of clinical psychology.

Career Tip: "Be open to new experiences and opportunities!"

Campus Involvement: Promise Program, Secretary of Psychology Club, ACP Success Team

Hobbies: Baking, Reading, Painting

Favorite Book(s): Dune, Jane Eyre

Favorite TV Show(s): Succession, Severance

Favorite Holiday: Christmas

Favorite Animal: Raccoon

Favorite Place(s) to Travel: Mexico

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#AAPIScholar

Meet
our
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IAN EUSEBIO '24

SCIENCE, TECHNOLOGY,
ENGINEERING, & MATH

I have always enjoyed math and science, so I am excited to start sharing resources on the types of careers students can pursue in the STEM fields, especially students from minority groups and socio-economically disadvantaged backgrounds. My career goal is to work as a data analyst.

Career Tip: "Get involved with volunteering!"

Campus Involvement: Phi Theta Kappa Honor Society, ACP Success Team

Hobbies: Swimming, Drawing, Coding

Favorite Book(s): *Little Fires Everywhere*

Favorite TV Show(s): Avatar: The Last Airbender

Favorite Holiday: Thanksgiving

Favorite Animal: Flamingos

Favorite Place(s) to Travel: Portugal



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CAREER CENTER'S COMMITMENT TO DIVERSITY, INCLUSION, AND EQUITY

The San Diego Miramar College Career Center aims to uphold and advance the college's commitment to diversity as a core value and strives to create and model an environment that fosters respect, inclusion, and equity. We actively work to address and eliminate racism, sexism, classism, ageism, ableism, homophobia, xenophobia, transphobia, antisemitism, Islamophobia, and other forms of hatred in our environment.

We are committed to developing and delivering inclusive programming and services and advocating for a more inclusive and equitable approach to career readiness and professionalism.

We hold ourselves accountable for being an antiracist and inclusive community through educating ourselves, engaging in self-reflection about our own social identities and positionality, examining our own biases, and taking action when injustices arise.



ALIGNMENT WITH MIRAMAR COLLEGE'S EQUITY PLAN

As a team dedicated to empowering students and alumni to achieve career success and improve their social mobility, we are committed to advancing our equity plan by:

- Enriching our community by including and amplifying underrepresented and marginalized student voices
- Educating ourselves and our employer partners on racial equity and inclusion topics
- Creating programming, resources, and services that support and are responsive to our diverse community
- Respecting the uniqueness of each individual's ideas, experiences, and identities
- Helping students and alumni build confidence to thrive in a global, multicultural workplace and make an impact in their careers and communities

COVID-19 IMPACT AND RE-ENGAGEMENT EFFORTS STATEMENT

Post-pandemic, it is essential to demonstrate to students and prospective students the value proposition in enrolling and completing a degree and/or certificate. With many students dropping out due to family responsibilities, citing cost as one of their main prohibiting factors to attending college, Miramar needs to highlight the clear connection between academics and an increase in earnings. San Diego holds one of the highest living wage standards and some of the highest housing costs in the country. Students have to make the difficult decision to work first and put school second. Career services can play a significant role in attracting this current wave of students. Gone are the days when higher education was prioritized before getting a living income. Technology and the gig economy have also played a role in why so many students no longer choose college as their first option. This is why it is more important than ever to provide current and prospective students with knowledge on the importance of career planning and degree completion. Furthermore, with the largest population of students not enrolling in or re-enrolling in classes being LatinX or African American, it becomes apparent that Miramar needs to focus efforts on showing our largest disproportionately impacted students the value of completing their degree in order to earn a livable wage. By creating quality career services, we can better support our students.

CAREER SERVICES STRATEGIC PLAN

IN SUPPORT OF OUR VISION AND MISSION, WE COMMIT TO THE FOLLOWING:

Integrating career into the student experience, including integration into Academic and Career Pathways. Engage in a quality enhancement process to develop a holistic model for delivering quality career education and experiences for Miramar students and Alumni with a keen focus on disproportionately impacted populations.

STUDENT SERVICES UNIT OUTCOMES

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- SUO #1 PROMOTE AWARENESS OF THE HANDSHAKE TOOL, AND CONVERT AT LEAST 300 STUDENT CONTACTS INTO ACTIVE ACCOUNT USERS BY END OF SPRING 2023. (STRATEGIC GOAL I, II & V)**
- **Behavioral Outcome:** Students will be able to utilize the tool, Handshake, for part-time and full-time job/internship search.
 - **Acceptable Benchmark Target:** 150
 - **Ideal Benchmark Target:** 250
 - **Outcome will be Assessed:** Fall '22, Spring '23
- SUO #2 TARGET OUTREACH EFFORTS TOWARD D.I. STUDENT POPULATIONS TO INCREASE PARTICIPATION IN CAREER SERVICES BY 5% PER SEMESTER BY END OF SPRING 2023. (STRATEGIC GOAL I, II, IV & V)**
- **Behavioral Outcome:** D.I. student populations will be able to identify career resources and tools to inform their career decisions and support them in reaching their academic and career goals.
 - **Acceptable Benchmark Target:** 5%
 - **Ideal Benchmark Target:** 10%
 - **Outcome will be Assessed:** Fall '22, Spring '23
- SUO #3 INCREASE STUDENT PARTICIPATION IN WORK-BASED LEARNING OPPORTUNITIES BY 5% PER SEMESTER BY END OF SPRING 2023. (STRATEGIC GOAL I, II & IV)**
- **Behavioral Outcome:** Students will be able to identify connections between academic learning and real-world experiences, as well as identify in-demand technical skills and career competencies.
 - **Acceptable Benchmark Target:** 5%
 - **Ideal Benchmark Target:** 10%
 - **Outcome will be Assessed:** Fall '22, Spring '23





2021-2022 STRENGTHS

The Career Center developed a brand new **Career Services Canvas shell** to improve and enhance our remote services.

Started in Spring 2021
with **461**
enrolled students.

To date, including Fall 2021,
and Spring 2022, **535**
students enrolled.



Participant count last collected: 06/30/22

IN A SPAN OF 4 YEARS,
OUR ONLINE JOB BOARD,
COLLEGE CENTRAL
NETWORK (CCN) WAS ABLE
TO REACH:

1927
STUDENT ACCOUNTS

121
ALUMNI ACCOUNTS

2048
TOTAL CCN ACCOUNTS

2021-2022 STRENGTHS

In Fall 2021, we implemented a
new online job board,
Handshake, which replaced
College Central Network (CCN).

With this new tool, we have

100%

of Miramar College student contacts
imported into the platform.

The goal for the next two years will be to convert
these student contacts into active accounts.



Handshake

2021-2022 STRENGTHS

The Career Center has stayed connected with partners by attending meetings for:

- Guided Pathways
- Strong Workforce Program Pathways Navigation
- Regional Consortium Workgroups
- San Diego Workforce Partnerships
- Advisory board meetings

We continued hosting workshops focused on the theme of **diversity, equity** and **inclusion** such as:



- THRIFT SHOPPING FOR BUILDING A PROFESSIONAL WARDROBE



- CAREER SUCCESS LATINX PANEL

- NAVIGATING THE WORKPLACE DURING A RACIAL RECKONING AS A BLACK PERSON

- JUGGLING WORK, SCHOOL, & KIDS

- JOB SEARCH & DREAMERS



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FALL 2022 SUCCESSES

Successful collaborations with Student Services including but not limited to:

- Financial Aid Office
- Dreamers Support Office
- Transfer Center
- REC Innovation Lab
- Tutoring
- EOPS/CARE/NextUp & CalWORKs



100+
ATTENDEES!

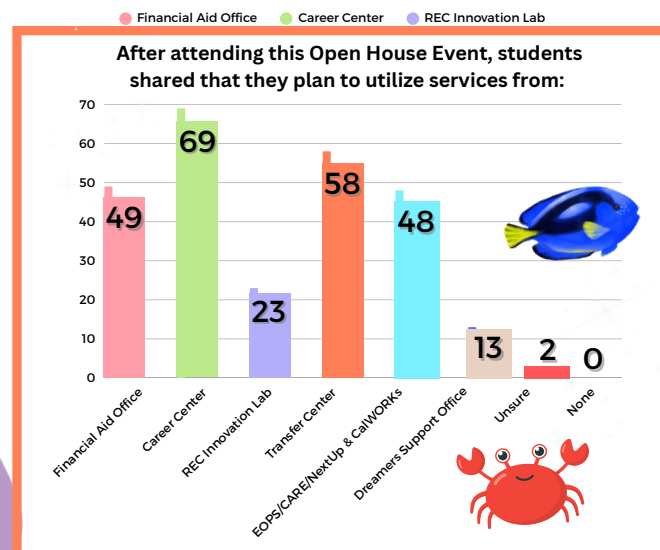
Fall 2022
**A Disney-Pixar
Themed
Open House**
9/1/22



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Of the 94 students and alumni who signed in at the event, 90 responses were collected in a post-event survey.



*Students were allowed to select more than one option.

FALL 2022 SUCCESSES

We continued hosting events focused on **diversity**, **equity** and **inclusion** such as:



We hosted a total of 4 Career Possibili-TEAS events, and on average, there were 65 participants at each event.

Career Possibili-TEAS! Employer Meet & Greet and Recruitment Events



SDCCD FALL 2022 CAREER FEST ACTIVITIES

The SDCCD Career Centers (Mesa, City, Miramar, and College of Continuing Education) collaborated to host a **Fall Career Fair on 11/17** for students and alumni.

Students were encouraged to activate their accounts on Handshake and update their profiles. We had over 600 participants including students and alumni across the district.

Over 70 employers attended and were prepared to recruit to fill job and internship positions!

A variety of career workshops were offered to prepare students for the Career Fair.

SAN DIEGO COMMUNITY COLLEGE DISTRICT
FALL 2022 CAREER FEST
NOVEMBER 7th-17th
ALL STUDENTS & ALUMNI ARE INVITED TO ANY SDCCD EVENT BELOW!

WEEK 1: CAREER FEST ACTIVITIES NOV. 7TH-10TH

Reintroducing Vets to Student Services: Career Day (In-Person Event) MON, 11/07 11:00am-1:00pm Located @ Mesa College, K203-K204 Veterans Success Center Learn about the career services we offer to prepare you for future employment opportunities. "Mesa Veterans Only"	The Career Fair Gambit (Virtual Workshop) MON, 11/07 12:30pm-1:30pm Located on Zoom (Register Here) Hosted by Miramar College Craft intelligent and thoughtful questions, and learn how to build connections that go beyond the fair!	An Introverts Guide to Career Fairs (Virtual Workshop) TUES, 11/08 12:30pm-1:30pm Located on Zoom (Register Here) Hosted by Miramar College Feeling like a wallflower? You're not alone! You have skills, strengths, and a story to tell.	How to Stand Out at a Hiring Event (Virtual Workshop) WED, 11/09 11:00am-12:00pm Located on Zoom (Register Here) Hosted by Miramar College Get the inside scoop from a recruiter on what it takes to successfully network at a hiring event.
Career Possibilities! Veterans Appreciation Week (In-Person Event) WED, 11/09 12:30pm-1:30pm Located @ Miramar College, K14-K107 Student Veterans - Join the Career Center as industry professionals "spill the tea" on all your future career possibilities!	Veterans Job and Resource Fair (In-Person Event) THUR, 11/10 11:00am-3:00pm Located @ City College, Bldg A Patio and Schwartz Square City College and the Veterans Employment Committee of San Diego invite all veteran students and military dependents to participate!	Handshake & Resume Review Tent (In-Person Event) THUR, 11/10 12:00pm-2:00pm Located @ Miramar College, Compass Point Receive help to activate your FREE Handshake account! Review or create your resume with career staff.	

WEEK 2: CAREER FEST ACTIVITIES NOV. 14TH-17TH

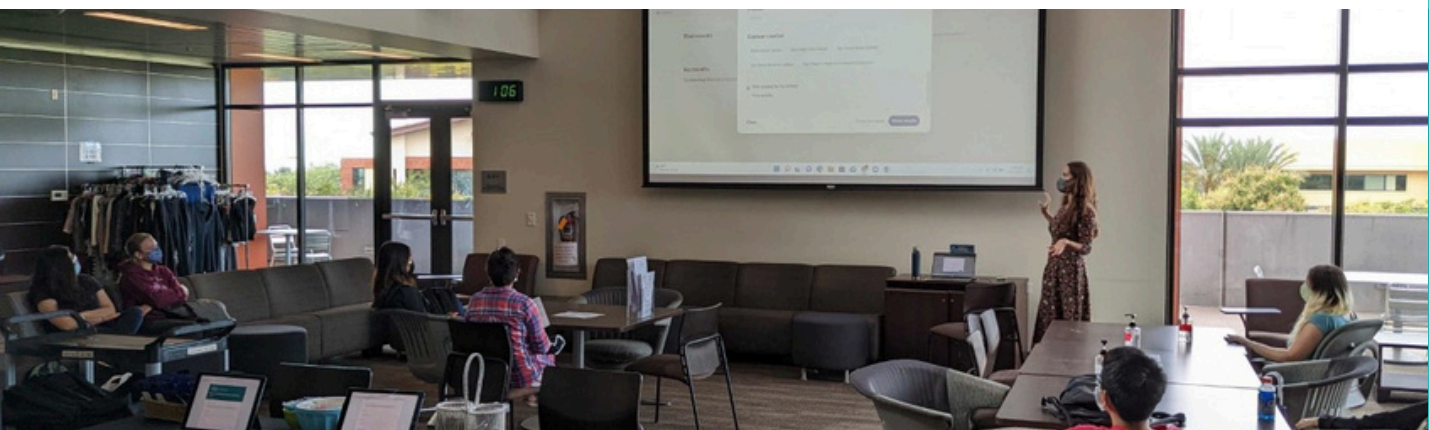
Essential Communication Skills for Job Interviews (Virtual Workshop) MON, 11/14 10:00am-11:00am Located on Zoom (Register Here) Hosted by Miramar College Are you worried about getting tongue-tied at an interview? Come practice speaking professionally in a safe space.	Handshake & Resume Review Tent (In-Person Event) MON, 11/14 12:00pm-3:00pm Located @ Miramar College, Compass Point Receive help to activate your FREE Handshake account! Print and bring your resume for review, or bring your laptop.	Handshake & Resume Review Tent (In-Person Event) TUES, 11/15 10:00am-3:00pm Located @ Mesa College, Mesa Commons Receive help to activate your FREE Handshake account! Review or create your resume with career staff.	Disability and the World of Work (Virtual Workshop) TUES, 11/15 12:00pm-1:00pm Located on Zoom (Register Here) Hosted by SDCCD Workability III Learn to navigate job search and employment as a person with a disability.
The Conversation that Gets the Job & Interviewing Skills (Virtual Workshop) TUES, 11/15 12:30pm-1:30pm Located on Zoom (Click Here) Hosted by Miramar College Feeling nervous about that interview? Come get some helpful tips to feel more confident and prepared!	Rock That Resume! (Virtual Workshop) TUES, 11/15 4:00pm-5:00pm Located on Zoom (Click Here) Hosted by Miramar College Using the right words? Including your best abilities? Learn tips for building a strong resume.	Handshake & Resume Review Tent (In-Person Event) WED, 11/16 10:00am-3:00pm Located @ Mesa College, Mesa Commons Receive help to activate your FREE Handshake account! Review or create your resume with career staff.	Get Hired with Handshake (In-Person Event) WED, 11/16 3:00pm & 3:30pm Located @ Mesa College, BT-206 Learn how to navigate and add to your Handshake profile & receive a \$25 Gift Card!

SDCCD Fall Career Fair & Take FREE Professional Headshot Photos
 THUR, 11/17 | 10:00am-2:00pm | Located @ Mesa College, Mesa Commons
 Register for Career Fair [here](#) & Schedule your Professional Headshot [here](#)
 Dress to impress and connect with over 70 employers ready to hire! Schedule your FREE professional headshot photo [here](#)!

FREE Farmer's Market (In-Person Event)
 THUR, 11/17 | 10:30am-1:00pm
 Located @ Mesa College, Campus Quad
 Come get FREE fresh produce! Open to all students and the community.

Thanksgiving Feast (In-Person Event)
 THUR, 11/17 | 2:00pm-6:00pm
 Located @ Mesa College, MC 211
 Sponsored by Associated Students and the Basic Needs Center - join your peers for a free Thanksgiving feast!

Questions? Contact the Mesa College Career Center at mesacareers@sdccd.edu or call 619-388-2777.
 For disability accommodations, please contact mesacareer@sdccd.edu at least 7 days prior to the event.



Additionally, the Career Center offered diverse options of workshops at Miramar College during Fall 2022 to align with college hour programming to increase student engagement.

9/7 - Fall Career Expo: Exploration, Goal Setting, and Take Action Stations

9/12 - Building Your Resume through Student Leadership and Involvement

9/26 - Avoiding Burnout: How to Achieve College-Work-Life Balance

10/17 - Becoming an Undocu-preneur: Making Money While Undocumented

10/20 - "I'm graduating... now what?" Career Prep for Fall Grads

11/28 - How to Request a Letter of Recommendation & Professional References

By end of Fall 2022 semester, the Career Center accomplished:

133

Career Counseling Appointments

12

Student Services Collaborative Events

11

Career Workshops

5

Handshake & Resume Events

5

Employer Hiring Fairs

4

Classroom Presentations

1

Re-established Career Ambassador Program



OPPORTUNITIES

- The Career Center's primary challenge is the need for physical space to facilitate high-quality career services for students, alumni, employers, and community members.
- **Currently, there is only one office available for career counseling appointments.** This situation significantly limits the number of students seen by a career counselor for career services. The limited space also directly impacts D.I. student populations due to the limited availability of appointment time slots.
- There is a clear opportunity to improve student engagement with career services by relocating the Career Center to a space supporting **adequate staffing** to meet student needs.
- We have an opportunity to embed **work-based learning** campus-wide and **support Credit for Prior Learning** efforts.

QUALITY ENHANCEMENT

National Association of Colleges and Employers (NACE) Standards for Career Services

Quality improvement initiatives can be externally driven, such as accreditation or certification processes; these entail an outside team of professionals using the organization's criteria to collect evidence and issue a pass/not pass decision-based on that evidence. Career services follow specific standards to assess its operations. As such, the San Diego Miramar Career Center has undergone a self-evaluation guided by NACE standards.

The NACE Professional Standards for College & University Career Services:

- Represent current national expectations of excellence in professional career services practice.
- Have been designed to be reasonably attainable by all institutions of higher education.
- Are written broadly to reflect variations in career services provided by individual colleges and universities.
- Provide meaningful measures of program and service effectiveness to help meet assessment and accountability expectations.



The standards provide fundamental criteria that practitioners can use to judge the efficacy of administrative structure, leadership, resources, and operations. Thus, the standards provide a unique opportunity for self-regulation to meet accountability expectations for both programs and practitioners by encouraging self-assessment initiatives. As a quality enhancement initiative, self-assessment is internally driven, involves significant input from staff and multiple constituency groups, requires the honest and meticulous analysis of evidence, and results in a plan of improvement. The ground rules for the successful use of the NACE Professional Standards for College & University Career Services include:

- Implementing a process that is clearly focused on quality enhancement rather than pass/fail;
- Demonstrating commitment to continuous improvement of processes, programs, and services;
- Involving as many of the career services staff as possible in the self-assessment process;
- Building mutual trust among team members so that conflicts and differences of opinion can best be resolved in the best interest of the institution;

Career Services Components outlined by NACE Standards:

- 1. Career Advising/Counseling**
The institution must provide career advising/counseling to assist students and other designated clients at any stage of their career development.
- 2. Online and Distance Career Services**
Career services must provide current, valid, and reliable online resources that help students pursue their career goals.
- 3. Career Information and Resources**
Career services must make current and comprehensive career information accessible to students and other designated clients as they explore and make career decisions.

4. **Employment Services**
Career services must help students and other designated clients to explore a full range of career and work possibilities that match their career goals and workplace/community fit; prepare job-search competencies and tools to present themselves effectively as candidates for employment.
5. **Transition Services**
Career services must help students and other designated clients to identify undergraduate, graduate, or professional school programs that match their career goals; present themselves effectively as undergraduate, graduate, and professional school candidates.
6. **Experiential Learning (Work-Based Learning)**
Career services should provide experiential learning programs or help students identify experiential opportunities. Career services should: work closely with other departments that provide experiential learning opportunities; help students develop strategies for finding and pursuing financial resources to support experiential learning.

NACE STANDARDS: <https://www.naceweb.org/uploadedFiles/files/2020/publication/2019-nace-professional-standards-for-college-and-university-career-services-workbook.pdf>



CAREER SERVICES QUALITY ENHANCEMENT PLANNING PROCESS

Timeline

- 2022 -

January - February

Review the current website and materials.
Review the NACE standards document.
Engage in program review.

March

Complete the program review process.
Evaluate current staffing & needs.

April-May

Review Career Center 2016 consultant report from CAEL.

June-August

Program review. Begin draft of Quality Enhancement Plan.
Tour the current Career Center space with the Vice President of Instruction.

September- October

Collect student feedback.

November-December

Collect Career Services Staff feedback.

December

Collect Employer feedback.
Complete the "NACE Standards" workbook.

- 2023 -

January

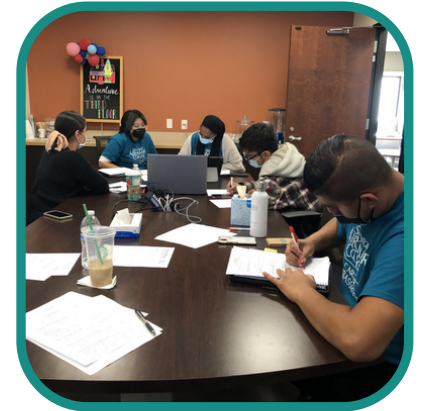
Present the Plan to the college's Vice Presidents & Executive team.

February

Present the plan to the President's Cabinet.

March-May

Present the plan to the Academic Senate, Classified Senate & Associated Student Government,
College Council & Career Education Advisory Board.



CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

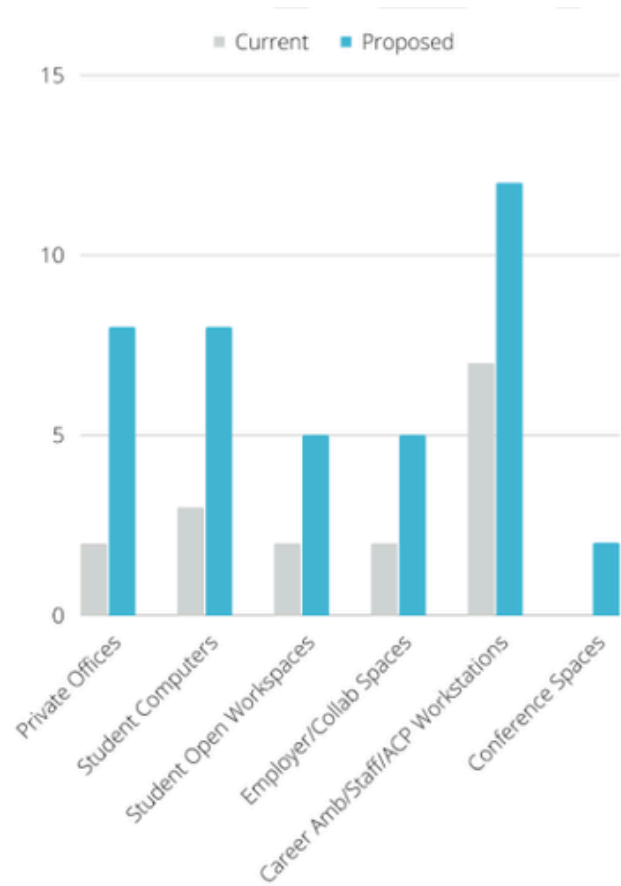
After completing the quality enhancement process via the NACE standards, three recommendations came to light; 1. Facilities and Equipment, 2. Technology and Software, and 3. Staffing. All recommendations map to the Miramar College Strategic Plan. The following section describes each of these recommendations in detail.

1) Facilities and Equipment:

The Career Center's primary challenge is the lack of physical space to facilitate high quality experiences for students, alumni, employers, and community members. Currently, there is only one adjunct office available for career counseling appointments. This limits the number of students seen by a career counselor for career services. This directly impacts D.I. populations due to the limited availability of appointment time slots.

The Career Center relocation efforts will require support of new equipment and potentially re-furnishing of a space to achieve the department's goals and SUOs to increase the number of D.I student populations being served. At this time, we do not have a location identified. Needs will vary based on the location determined. (Strategic Goal I, II, & III)

Technology & Workspace Comparison Graph:

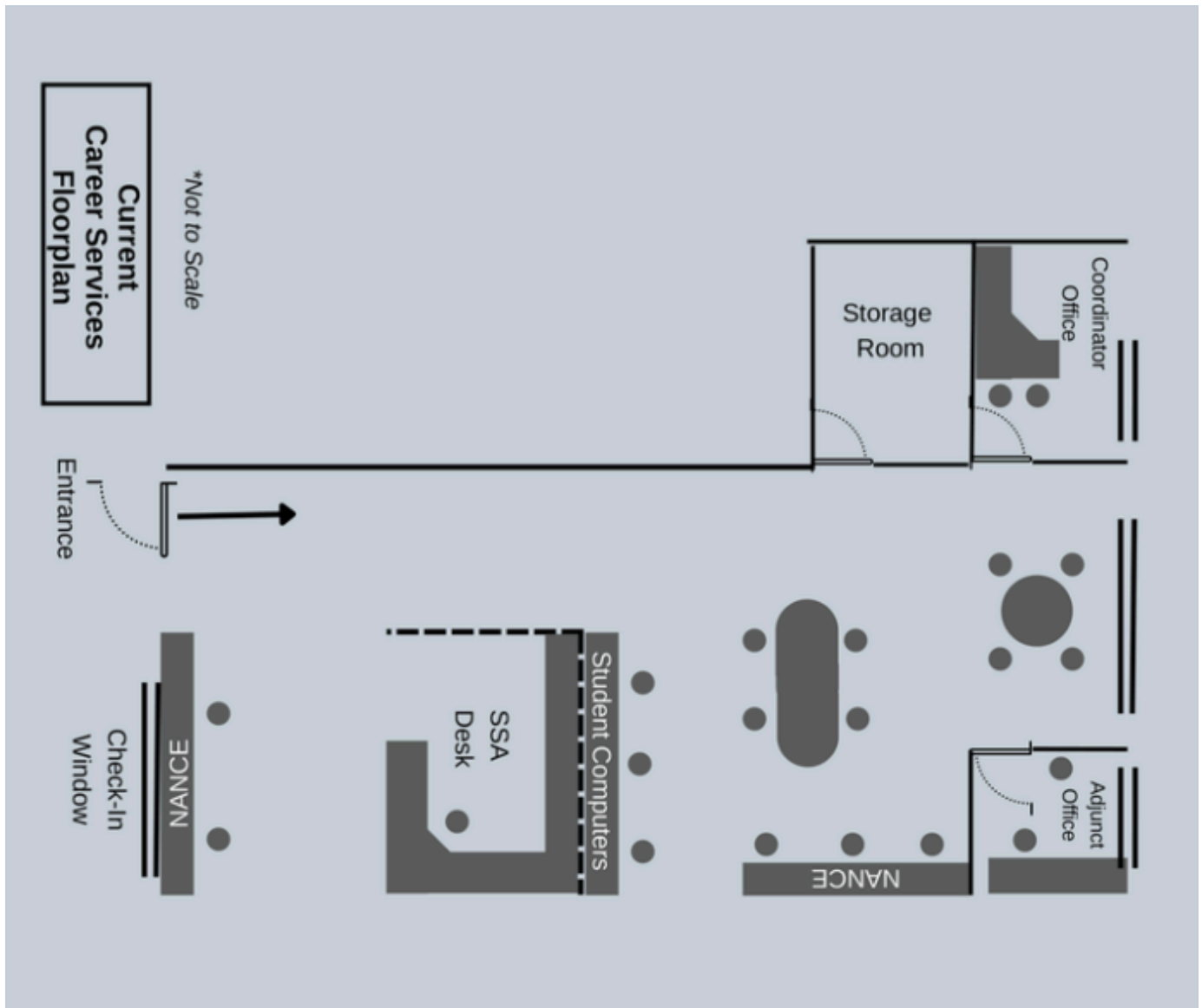


CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

1) Facilities and Equipment Continued:

Current Career Center Space

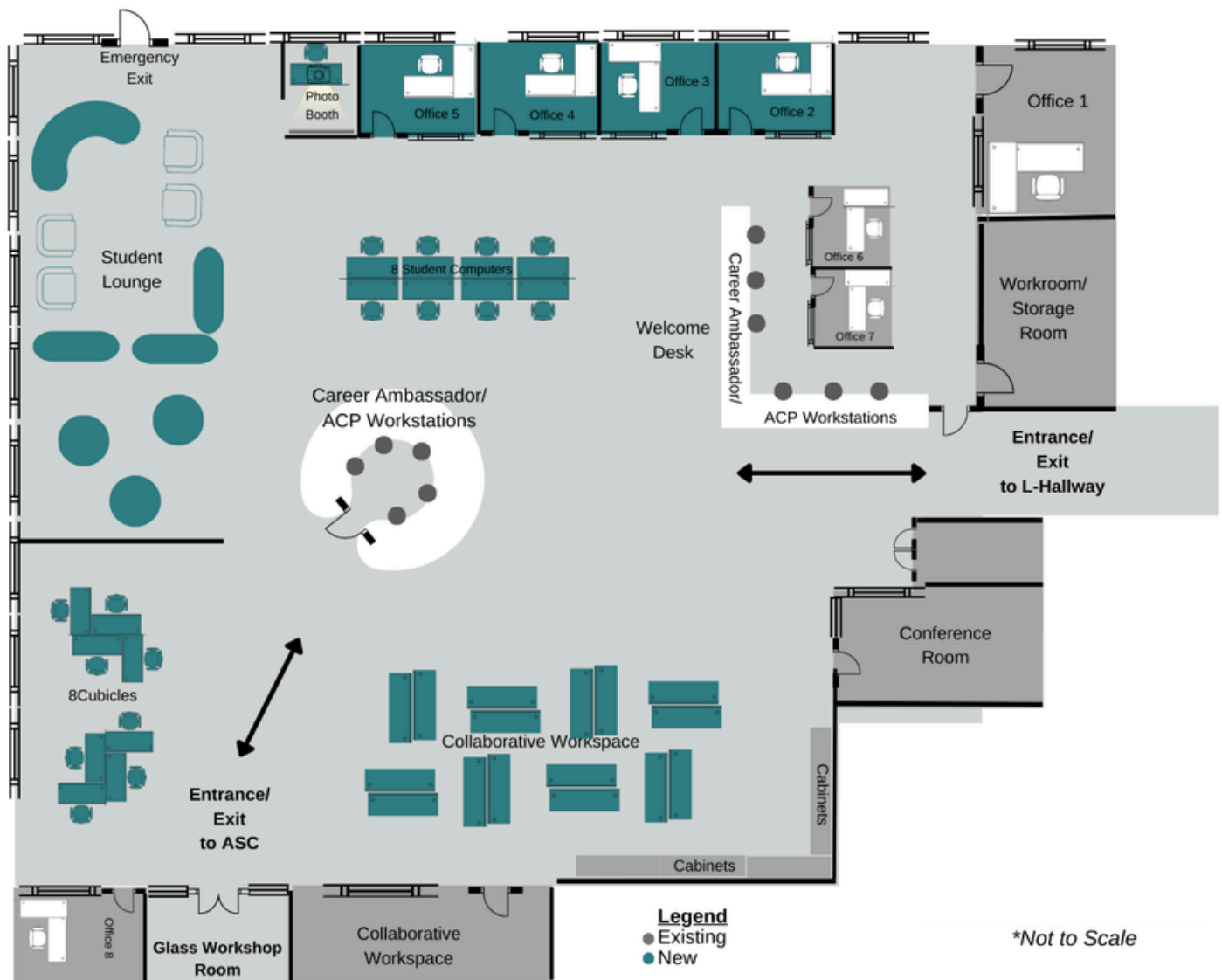


CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

1) Facilities and Equipment Continued:

Career & ACP Engagement Center Layout Example

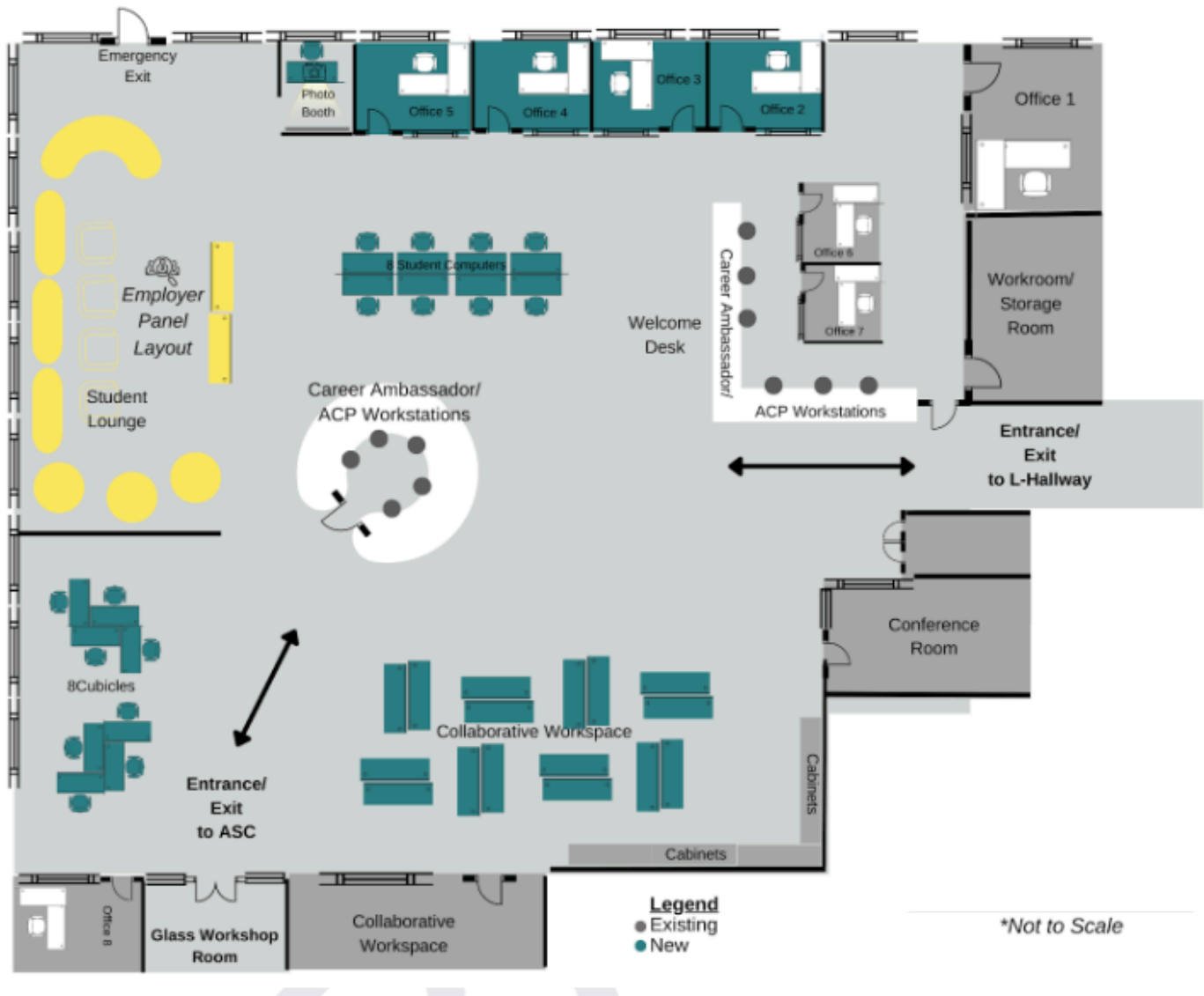


CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

1) Facilities and Equipment Continued:

Employer Panel Layout Example

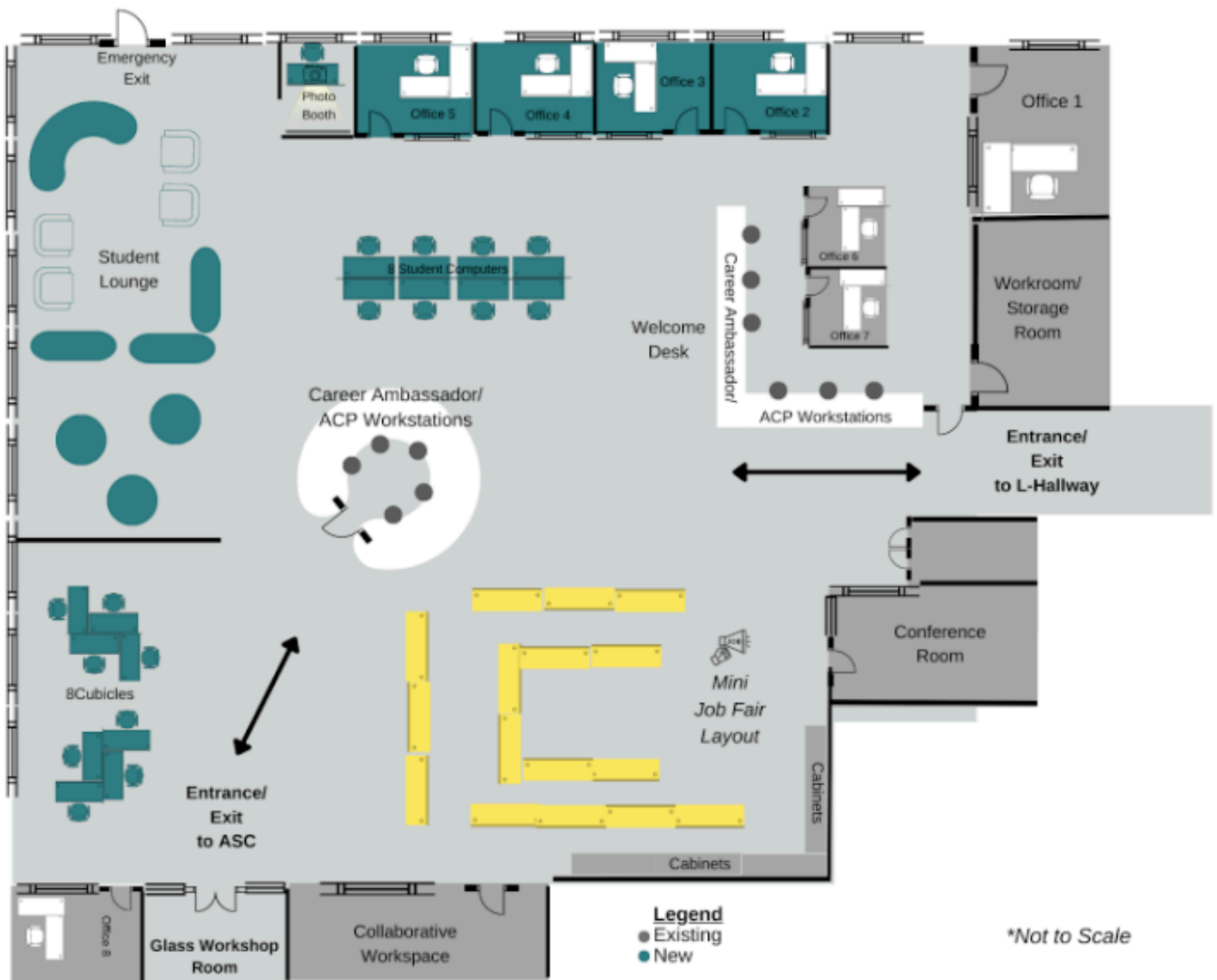


CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

1) Facilities and Equipment Continued:

Mini Job Fair Layout Example



CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

2) Technology, Software & Data:

In order to provide equitable outcomes and services, and to achieve the department's goals and SUOs, the Career Center will need adequate technology to support our center operations.

Necessary technology to support our Career Center office includes:

- 14 new desktop computers are needed, and 5 of which will require dual monitor set-ups. These computers will be dedicated for our contract employees and part-time employees to perform their daily tasks and responsibilities to maintain Career Center operations. (Strategic Goal II)
- 14 new laptops are needed to support our contract employees and part-time employees in offering online options for career counseling services, career-related workshops and events, and live chat with students, alumni and community members. (Strategic Goal II)
- 7 Apple iPad Mini's are needed for social media management to re-engage students through creative methods of communication. This technology will support the office with marketing efforts to increase awareness of career services, resources and tools such as Handshake, outreach efforts toward D.I student populations, and Work-Based Learning opportunities. (Strategic II)

Necessary software to support our Career Center office includes:

- A robust virtual interview practice platform is necessary to provide our students and alumni with 24/7 access to artificial intelligence-powered feedback for practicing interview skills to land their dream job. Big Interview is a popular platform used by many colleges and universities to provide student users with AI-driven mock interview experiences and feedback without needing to share their practice with others. The platform provides the ability to create custom interview questions but comes with hundreds of pre-built interviews across a huge range of professional fields and difficulty levels. In addition to interview practice, additional video-based curricula are available for students to develop their salary negotiation skills, resume-building, and more. Multiple tracks are available including a fast track for when an interview is coming up within a few days, and a mastery track which provides quizzes, ongoing support, guidance and in depth training for competitive/difficult interviews. (Strategic Goal II)

Necessary data to support our Career Center office includes:

- Ongoing access to student and graduate databases for collection of outcomes data is necessary for the improvement of career services. The Career Center would benefit from partnering with institutional research professionals to collaborate on data analysis and reporting. (Strategic Goal III)



CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

3) Staffing:

A) 1.0 Career Counselor (Full-time Tenure-Track Faculty Position)

Currently, our Career Center offers limited availability for student appointments due to the limited hours and specific skills of our Adjunct Career Counselors. A full-time Career Counselor will contribute to achieving the department's goals and SUOs by reaching more students, helping to create more DEI-focused strategies in career counseling, and having the Career Center become more involved with Guided Pathways and different committees involved with campus conversations regarding career exploration. If the Career Center served 365 students with very limited adjunct career counseling hours, it would be ideal to see us double the number of students who use our services with the support of a dedicated full-time career counselor. With the addition of a full-time Career Counselor, the Career Center will be able to provide inclusive and equitable practices for all its students and alumni and strengthen employer partnerships, allowing the Career Center to contribute to institutional goals.

In alignment with the National Association of Colleges and Employers (NACE) professional standards for College and University Career Services, the Career Counselor will:

- Provide career counseling, coaching, and counseling-related services through scheduled individual student appointments, drop-ins, workshops, career planning courses, outreach opportunities, special events, and other available resources (Strategic Goal I, II, & V)
- Refer students to relevant campus and community resources if assistance is needed beyond the scope of career counseling, coaching, and mentoring (Strategic Goal I, II & IV)
- Maintain appropriate records for future work with students in their career planning and development (Strategic Goal I & II)
- Educate students about the potential benefits and pitfalls of social media and the importance of a positive digital "footprint" (Strategic Goal I & II)
- Facilitate career assessments and interpretations for students to discover their skills, values, and interests and to understand how these relate to their academic goals, co-curricular options, and career opportunities (Strategic Goal I, II, & V)
- Guide students in obtaining, evaluating, and applying occupational, educational, and employment information to their career planning (Strategic Goal I & II)
- Support students through the establishment of short-term and long-term career goals (Strategic Goal I, II, & V)
- Explore career options with students through work-based learning, such as internships, shadowing experiences, summer and part-time jobs, apprenticeships, cooperative work experience and education, volunteerism, service learning, and/or other experiential education (Strategic Goal I, II, & V)

CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

3) Staffing Continued:

B) 1.0 Work-Based Learning Coordinator (Full-time Tenure-Track Faculty Position)

The Career Center currently lacks a dedicated Work-Based Learning Coordinator. The full-time Work-Based Learning Coordinator will contribute to achieving the department's goals and SUOs through increasing employer engagement, partnerships with instructional faculty, career events, and work-based learning opportunities for students, including industry-specific tours, job shadowing opportunities, and more. This role will also assist the Career Center in ongoing data collection on how to better serve our D.I. populations and support them with internship and job searches.

With the addition of a full-time Work-Based Learning Coordinator, the Career Center will be able to provide inclusive and equitable practices for all its students and alumni, and strengthen employer partnerships, allowing the Career Center to contribute to institutional goals.

In alignment with the National Association of Colleges and Employers (NACE) professional standards for College and University Career Services, the Work-Based Learning Coordinator will:

- Work closely with other departments that provide Work-Based Learning opportunities (Strategic Goal I, II & IV)
- Help students develop strategies for finding and pursuing financial resources to support experiential learning (Strategic Goal I, II & V)
- Assist students in connecting with appropriate resources, faculty, and staff to obtain academic credit where relevant (Strategic Goal II & II)
- Help students obtain career-related experiences with organizations that provide adequate supervision and opportunities for students to reflect upon their learning and career development (Strategic Goal I, II, & IV)
- Monitor positions posted in the Career Center as Work-Based Learning opportunities for students, and ensure consistency with the NACE definition and criteria for internships (Strategic Goal II)
- Assist other departments and external constituents, such as employers, in developing or enhancing existing Work-Based Learning opportunities (Strategic Goal I, II & IV)

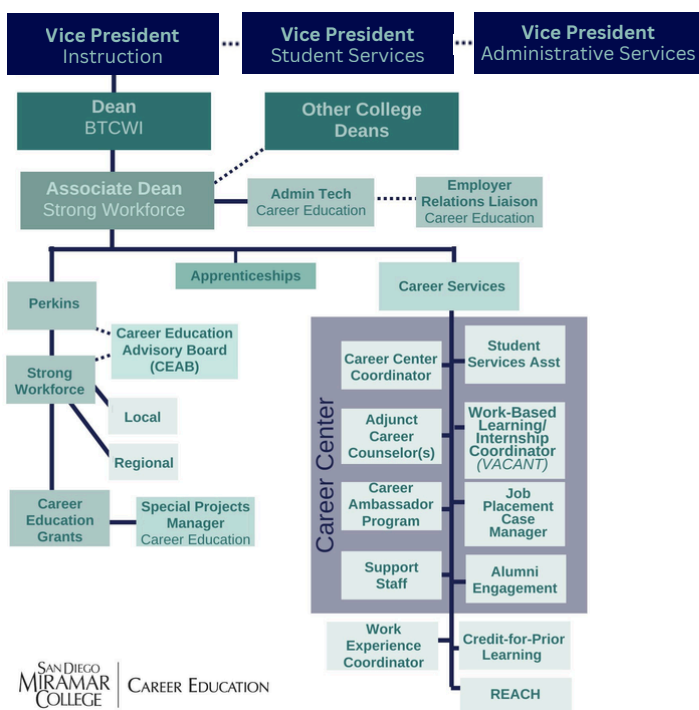
CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

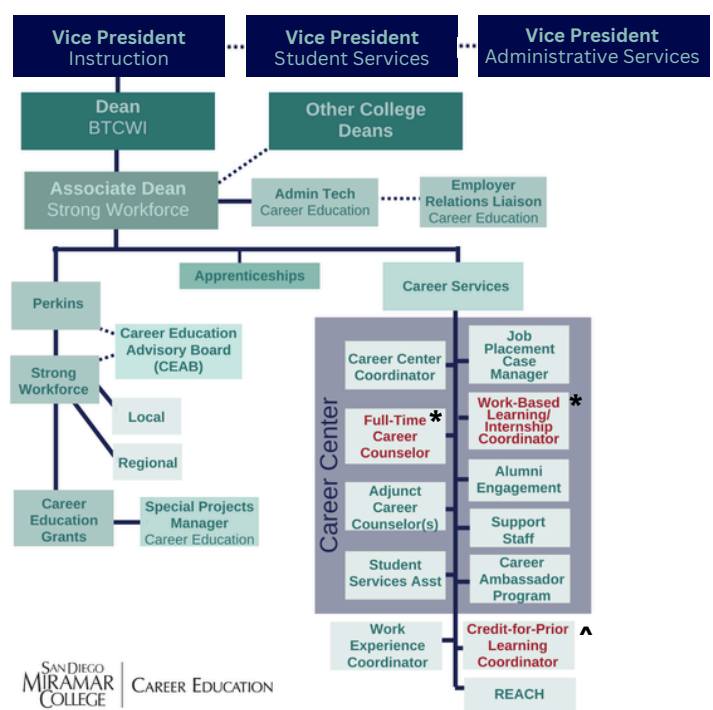
3) Staffing Continued:

The image below depicts the current Career Services organizational chart and a proposed organizational chart to support the needs of our Career Center, students and alumni, and Miramar College community.

Organizational Chart - Current



Organizational Chart - Proposed



Legend

* = 1.0 FTE

^ = 40% Reassigned Time

CAREER SERVICES QUALITY ENHANCEMENT

Quality Enhancement Process Findings and Recommendations

Conclusion

When it comes to career services at Miramar College, we have a huge equity problem on our hands. It is not enough to offer our students a handful of workshops and events. We must offer career services at scale. We have to prioritize modern technology, be able to offer high-impact career practices, and teach students how to build social capital. We should do this in an adequate centralized space that creates conditions where our students can thrive in their own career exploration. We also have to frame career readiness as a campus expectation, a campus-wide commitment. Even if we are guarded in requiring these services for completion, we can still create an unavoidable culture of career readiness that is welcoming to every student and alumni. Embracing the three recommendations will results in scaling career services at Miramar College. Doing this, will undoubtedly provide alignment with our enrollment management, strong workforce, guided pathways, and equity plan.

Non-Scaled Approach

A lot of work; small to medium impact

Over-worked staff culture

Create Programs and Partnerships

Do More

Refer everything to Career Services

Data-Driven; Everything Vision

Scaled Approach

A lot of up front work only; big impact

Staff are focused and have time for what is important

Connect to the Ecosystem

Watch more happen

Train Career Everywhere

Vision-Driven; Data-informed



*Thank
you!*

Acknowledgements

The Career Center would like to acknowledge the following for helping us with this Strategic Plan and Quality Enhancement Process, and going above and beyond to support this work. This effort would not have been possible without the collaboration of the following:

Career Center Team
Career Ambassadors
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Student Services
Administrative Services
Instruction
Academic Senate
Classified Senate
Miramar College Faculty and Classified Professionals
Associated Student Government



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