Project Accomplishments and Status

- **GRCC Update**
  1. Monthly core team meetings and individual meetings with projects managers were held throughout the year, as well as providing regular updates at appropriate campus-wide meetings such as Student Affairs Leadership Team, WET, Student Affairs School Meetings and monitoring presentations to Deans’ Council and College Leadership Council.

The following accomplishments have contributed to the project’s progress for this year:

The core team completed the baseline career service mapping and infrastructure and reviewed service utilization. As a result of this process and data review the Career Development Services staff and offerings were merged with the Counseling and Career Center in the fall 2012. The merger aligned and centralized career services. The programs career advising appointments went from just 98 in the fall of 2011 to 285 for fall 2012 after the merger had taken place. This is an increase of 190.8%. We are also seeing the same results for the winter semester. In winter 2012 there were only 87 career advising appointments, which jumped to 213 appointments in winter 2013, an increase of 144.8%. This data reinforces the need for a centralized model and one-stop service, where students can also access academic advising.

**Counseling and Career Center Career Advising Appointments**

- The Career Coach software was launched in Fall 2012 with a prominent presence on the GRCC homepage. The software provides current regional and local data on job postings, employment trends, education and training, and potential earnings. It also includes a user-friendly resume builder tool to assist in designing a ready to send and use resume for the student when adding education, experience and other relevant information. This technology solution adds an accessible and internet based career coaching and search tool for students, alumni and the community. The software has enhancement opportunities and a next step is the addition of an on-line career assessment tools. Website analytics were collected from all the career and employment resources and information sites. Next steps includes monitoring the website data and comparing to the baseline to determine student utilization and access for career tools and information. Analytics of the software and other career sites are as follows:

**Google Analytics Aug. 26-Dec. 7, 2012 Career Exploration.**
This report is based on 249,902 visits (9.84% of visits).

<table>
<thead>
<tr>
<th>Previous Page Path</th>
<th>Pageviews</th>
<th>%</th>
<th>Next Page Path</th>
<th>Pageviews</th>
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<td>19.83%</td>
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Google Analytics December 8 – March 27, 2013 Career Exploration

This report is based on 249,889 visits (10.29% of visits).

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<tbody>
<tr>
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<td>1,821</td>
<td>Bounce Rate:</td>
<td>24.76%</td>
</tr>
<tr>
<td>Average Time on Page:</td>
<td>00:01:09</td>
<td>% Exit:</td>
<td>12.08%</td>
</tr>
</tbody>
</table>
Another step will be for the core team to review the analytic, appointment and program data to develop a proactive student communication outreach plan for the career services offering and career coach/web tools and resources.

Design Your Dream! Designing Your Future Workshop was held on Tuesday, March 5, 2013. The target group for this event consisted of students who answered the goal intent question undecided. Students were contacted by email and postcards were distributed around campus. Reminder emails were sent by text, email or phone based on the student’s preference. This workshop featured breakout sessions: True Colors Presentation, Developing Your Career and Life Plan, Non-traditional Health Care Careers, MyDegreePath, Online Career Assessment, Yes, Manufacturing is Alive and Well and Entrepreneurship and Careers in Business. Students were asked to complete a survey with results as follows:

WORKSHOP EVALUATION - Grand Rapids Community College -March 5, 2013
<table>
<thead>
<tr>
<th>Keynote – Future Careers</th>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would rate the session:</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>The information was helpful:</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Overall Evaluation (those who did not circle the session)**

| I would rate the session: | 1    | 2         | 3   | 4 – 16% | 5 – 81% |
| The information was helpful: | 1    | 2         | 3   | 4 – 6%  | 5       |

**Career Key**

| I would rate the session: | 1    | 2         | 3   | 4 – 14% | 5 – 81% |
| The information was helpful: | 1    | 2         | 3   | 4 – 14% | 5       |

**My Degree Path**

| I would rate the session: | 1    | 2         | 3   | 4   | 5 – 100% |
| The information was helpful: | 1    | 2         | 3   | 4   | 5       |

**Health Careers**

| I would rate the session: | 1    | 2         | 3   | 4   | 5 – 75% |
| The information was helpful: | 1    | 2         | 3   | 4   | 5       |

**Career and Life Planning**

| I would rate the session: | 1    | 2         | 3   | 4   | 5 – 50% |
| The information was helpful: | 1    | 2         | 3   | 4   | 5       |

**Manufacturing (only 2 evaluations were submitted for this session)**

| I would rate the session: | 1    | 2 – 50%  | 3   | 4   | 5 – 50% |
Another workshop was planned for June, but due to low student interest this event was canceled and students were referred for career counseling.

- A request was made to Strategic Leadership Team and approved to fund consulting services of Pace and Partners to assess our existing GRCC websites and make recommendation for the design and creation of a new, robust and relevant site. The Pathway to Employment core team had a conversation about combining career and job search resources in one spot from the GRCC home page for students and to be able to track through analytics the views, length of view, action taken, etc. There is a need to redesign, monitor utilization and assess student value of an electronic connection to career and job related resources. This need is reinforced by student feedback and reactions to the Pathway project in focus groups and voting displays. Students expressed need and interest in having a robust one spot location “Big Blue Door” website creation. This was one of the ideas generated from the innovation design exercise at the start of the project. Making this change to a robust site and marketing the availability is aligned with the recent merging and centralization of services, opportunity to partner with community career resource providers, adding convenient on-line assessment tools, including a just in time career related upcoming program calendar, and promoting relevant career links. Presently, the multiple GRCC career sites are under review and evaluation by Pace on site performance, objectives, design opportunities and content. We want to ensure a new site is built to meet our student’s needs and it is relevant for the career exploration and job searching challenges students face today. A successful site can increase persistence and progress toward degree completion. We have an estimated 4,100 students currently who indicated they were undecided when answering the fall 2012 goal intent question. When completed the new site would be marketed to students to assist them in taking advantage of career related resources on-line to move them from undecided to decided.

The project will include:

- Professional assessment of multiple sites with the goal to merge and reduce duplication
- Collaboration among departments to communicate available resources
- Benchmark higher education and for profit sites for relevant and effective content website ideas
- Development of a visually attractive, resource rich and centralized site with relevant career and job related information

Overall, specific project outcomes to date include:

<table>
<thead>
<tr>
<th>Project Outcomes</th>
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<tbody>
<tr>
<td>24/7 Open Access  Career Coach Tool Added to GRCC Webpage</td>
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<tr>
<td>Merged Counseling and Career Center and Career Development Services including alignment of staff and resources</td>
</tr>
</tbody>
</table>
Developed and offered Career Conference for Undecided Students

Mapped and Assessed the multiple points of contact for career service, information, funding and resources

Collected Baseline Career personalized and web based contact data

Engaged students in visual displays and focus groups to better understand career needs and interests to inform planning and concept development

Graphic recording of Map Your Future Career Pathways and Student Voices on Career Interests

- **HLC Response:**

  *It is quite clear from the information provided that thus far this project has generated a great deal of positive activity on campus. It appears that the institution is on track to complete, and perhaps exceed, the goals originally set for this project. Collaboration between multiple segments of the campus, as well as some community resources, seems to have also been accomplished.*

- **2: Institution Involvement**
  - **GRCC Update:**

    Along with monthly meetings of the core team, this project was presented at various campus-wide meetings such as Student Affairs Leadership Team, Workforce Education Team, Student Affairs School Meetings and monitoring presentations to Deans’ Council and President's Cabinet to obtain feedback and to guide future work on the project.

- **HLC Response:**

  *The inclusion of multiple segments of campus stakeholders has shown to have a positive impact on the current success of this action project. It appears that this project has support from the highest levels of campus administration and down from there. This broad base of support is commendable.*

- **3: Next Steps**
  - **GRCC Update**

    A next step is for the core team includes exploring potential community partners willing to participate on the site to further advance career access and resources. Sharing and promoting college and community career resources through the “Big Blue Door” is a sustainable approach to diversifying the services, diversifying programs opportunities and increasing accessibility for GRCC students.

    - Complete the video “Pathway to Employment” series in collaboration with alumni, friends of the College and business partners to add to website.
    - Pursue department and community partnerships to support career focus opportunities for students.
    - Survey faculty to determine their promotion and support for career emphasis.
    - Conduct a student survey to gain insight on student satisfaction on career communication and access.
    - Pilot and/or continue to explore the CAP project innovation ideas that were ranked in the top four of the student stakeholders. Document the institutional capacity to offer, implement and sustain the services and programs long term as part of the career and employment services model.
- Continue the core team meetings to provide guidance for the project on the accomplishment of the next steps. The team would complete the assessment and next step plan for the Map Your Future/Big Blue Door concept development for GRCC.
- Plan career partnership dialogue and collaboration with four year transfer institutions and other community career services providers.
- Utilizing the Mapping GRCC Career Services & Student Program Infrastructure assessment data and information to development, change, and improve utilization.
- Fully implement the Career Coach software and collect data to assess student utilization, effectiveness and improvements for the future. This would include a campus wide communication plan to promote the tool.
- Develop a proactive student communication campaign to improve the awareness of the career services available in the merged Counseling and Career Center.
- Develop a collaborative program between Counseling and Career Center and Employment Services.
- Utilize the comprehensive learning which includes the unique insight, ideas, and data from the career preparation module developed for the GRCC Pathway to Prosperity Department of Labor Grant to inform proposed practice and processes improvements.
- Establish new career service outcomes, measures and data that will be used to assess the impact and effectiveness for services, programs, collaborations and pilot initiatives resulting from the Pathway to Employment project.
- Benchmark with other community colleges to gain insight, ideas and baseline data to draw comparisons on service utilization and effectiveness.
- Close project with final report demonstrating improvement and impact of:
  - Big Blue Door career relevant website
  - Community Partnerships
  - Career Programs and Service Integration
  - Improve the Career Pathway and Engagement with Undecided Students
  - Student would utilize the collaborative and integrated services, programs and tools designed to meet their needs and are prepared to pursue, build a support network, apply, interview and secure employment in their goal area of career interest.

**HLC Response:**

*Regarding the next steps for this project, the core team has produced an extensive lists of steps to pursue. These steps create a very clear pathway for the further success of this action project. These steps are well-organized and appear to be quite comprehensive. Attainment of these steps will certainly increase the success of the project.*

**4: Resulting Effective Practices**

**GRCC Update:**

The effective processes and practices that were utilized to develop career services vision, assessment, and innovative initiatives that could be adopted at other institutions include the following:

- Baseline Service mapping and assessment to collect data and information to improve service utilization, effectiveness and process streamlining.
- Student Focused Develop Your Dreams Career Conference
- Map Your Future Concept Development with visual communication, story sketching, and story mapping to draw out the student career milestones, engagement and technology platforms options
A traveling student visual and walk-up display to capture feedback and votes on career innovative ideas
- Big Blue Door – Web based Career one Stop (in development)
- Human Centered innovative methodology and tools
- Professional artist graphic recording of student focus groups and innovative development meetings

**HLC Response**

*Continued implementation of the effective practices that have been discovered will keep this action project on the trajectory for sustained improvement and success for students.*

**5: Project Challenges**

**GRCC Update:**

Realistically, it may not be possible to provide all the services students might expect and want from the college to support their career needs. We have taken an innovative approach to this project and developed ideas that will require change, collaboration, shifting of resources and sustainable support. Several of the ideas supported by students and ranked at the top of the list require user friendly technology solutions. We will continue to be challenged to internally develop or implement purchased web based, mobile and network career technology solutions and features. Students expect and want technology tools that have advanced capabilities they have used and experienced in the private sector. It will be important after piloting the innovative ideas to effectively assess the services processes and programs the diverse student population will utilize for career exploration, decision making, portfolio building and employment.

A second challenge is in the area of measureable outcomes and ways to measure service effectiveness. Benchmarking with other institutions will help to guide this work and provide the opportunity to learn effective and meaningful measures and data collection practices.

A third challenge is the lack of employment data for our students. Presently, the college does not have access to this data and the ability to collection it once a student graduates and transfers is difficult.

**HLC Response:**

*The identification of challenges in an initially successful project can be a challenge in and of itself. It appears that three challenges have been identified, along with some possible solutions. It will be prudent for the core team to actively address these challenges, along with the “next steps” as have already been discussed. These challenges just provide additional opportunities for the continued success of this action project.*