REPORTING AREAS

- EXECUTIVE SUMMARY / HIGHLIGHTS
- STAFFING AND HISTORY
- PROGRAMS AND SERVICES
- STUDENT / EMPLOYER SATISFACTION
- WRAP UP
EXECUTIVE SUMMARY
(YEAR IN REVIEW)

• 2014 – 2015 was another highly productive and successful year for Career Placement Services.

• Significant accomplishments:
  ✓ 2015 Career Fair brought 95 organizations to campus
  ✓ Nearly 60% of students receiving a ‘resume critique’ reported they landed a new job following the advice.
  ✓ Gaucho Jobs use increased by 20% year-over-year (22,000+ visits), 4500+ employer accounts!
  ✓ Creation of 30+ Job Blast emails in Gaucho Jobs with ‘new’ jobs posted in their major of study.
  ✓ Revenue generation of $6,000+ through event fees.
  ✓ Partnership with the Foundation Office to create the first online credit card payment option for career fair registration.
  ✓ Continues to be a leader in the Social Networking space: the Saddleback College Career Network group is closing in on 900 members!
  ✓ Hosted the California Placement Association’s ‘Southern Regional Workshop’ bringing 80+ professionals in career services to campus for training and networking on ‘best-practices’.
The Career Placement Officer is an 11 month, FT 40hr per week Classified position at Range 129. The position is located in the Division of Business Science and Economic & Workforce Development.

The Career Placement Officer position has been through several evolutions in the history of the college, starting out as a Certificated Leadership position including the management of a Career Technician, Administrative Support, and several work-study students. Under the Dean of Counseling, the position was shifted to a FT Classified position with the support of a 10-month Job Developer with VTEA funding. The position was then converted into 2 11-month part-time Career Placement Officer positions. Finally, it evolved into the one 11month full-time position it is today.

In January of 2012, the Career Placement Officer position was relocated from the Division of Counseling Services and Special Programs to the BSEWD Division to align more closely with campus CTE and CWE objectives.
The Career Placement Officer is responsible for providing programs and services to:

✓ Students across programs and sectors

✓ Business & Industry across programs and sectors
PROGRAMS AND SERVICES: FOR STUDENTS

I. STUDENT PROGRAMS & SERVICES
   A. Resume Writing Skills
      a) 200+ unique student resumes critiqued across 45+ different majors during 2014-2015
      b) Resume Workshop presented in Culinary CWE/Internship class.
   B. Interviewing Skills
      a) Several ‘interview’ resources shared with students and accessed 163+ times.
   C. Social Networking Skills
      a) LinkedIn
         1) Saddleback College Career Network membership grew from 675 to 894, 30+% increase.
      b) Facebook
         1) Saddleback College Career Placement Page was created during 2014/15 and is steadily increasing followers
   D. Career Events
      a) 2014 Human Resources Symposium brought 125 ‘interview ready’ students to hear top career experts and networking with 20+ industry professionals.
      b) 2015 Career Fair brought nearly 100 businesses to campus for an excellent day of recruiting.
I. STUDENT PROGRAMS & SERVICES (CONTINUED)
A. GAUCHO JOBS

1) **2298 JOBS POSTED BY OVER 1000 EMPLOYERS**
   7/1/2014 – 5/28/15
   a) 43% PART TIME POSTINGS
   b) 41% FULL TIME POSTINGS
   c) 7.5% CWE POSTINGS
   d) 8.5% other: FWS, volunteer, etc.

2) **1144 JOB APPLICATIONS**
   SUBMITTED BY STUDENTS

3) **STUDENT JOB APPLICATIONS BY MAJOR:**
   a) PSYCHOLOGY FOR TRANSFER: 122 SUBMITTED
   b) COMPUTER SCIENCE: 104 SUBMITTED
   c) ACCOUNTING: 93 SUBMITTED
   d) ‘UNDECIDED’: 80 SUBMITTED
   e) ECONOMICS: 73 SUBMITTED
   f) NURSING: 57 SUBMITTED
I. STUDENT PROGRAMS & SERVICES (CONTINUED)

A. GAUCHO JOBS (CONTINUED)

RESUME BUILDER

a) 170 resumes created by students using the Resume Builder in Gaucho Jobs.

CAREER FINDER

a) 100+ students completed the ‘career finder’ in Gaucho Jobs, an interest-based career survey.

B. GAUCHO JOBS USAGE

a) 20% increase in overall usage 2013 to 2014 (22,865 total visits)

b) Visitors spend over 7 minutes per visit!
### 2014-2015 GAUCHO JOBS MONTHLY STUDENT LOG-IN REPORT

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- **# of Log-ins**
PROGRAMS AND SERVICES: FOR EMPLOYERS

I. EMPLOYER RECRUITING SERVICES
   A. GAUCHO JOBS
      a) 4342 Employer Accounts in Gaucho Jobs
      b) 4665 Employer Contacts in Gaucho Jobs
      c) 2298 Jobs posted from 07/2014 – 05/2015

   B. ON-CAMPUS RECRUITMENT (OCR)
      a) 79 OCR visits completed during 2014-2015

Accent Care, Access OC, Amada Senior Care, Apple Retail, Arbor Tutors, Bath & body Works, Breakthrough SJC, Carrington Real Estate, Chick-Fil-A, Child Development centers, Children’s Learning Connection, City of Dana Point, ClubZ! In-Home Tutoring, College Nannies & Tutors, CVS Health, DSS Staffing, Easter Seals of So. Cal., Elevate Learning, Evolution Swim Academy, Forst Home, Gap, Home Instead Senior Care, Irvine Company, Jobrivet, My Chioce in Home Care, Navy Federal Credit Union, Nurse Next Door, Piano for Kids, PrideStaff, Reces, LLC., River Way Ranch Camp, Simply Nutrition, Sitters in a Sec, Inc., SpringBoard World Group, Truth Teacher Services, U.S. Air Force, Urth Caffe, Voluntary Benefits Advisors, YMCA of OC.
PROGRAMS AND SERVICES: FOR EMPLOYERS

I. CAREER FAIR
   A. 109 Organizations registered and 95 attended the 2015 Career Fair on 4/15/15!

I. Student Resume Critique Survey Results
A. 77% reported critique was Very or Extremely Useful
B. 82% reported critique was of Exceptional or Very High Quality
C. 82% reported critique was Extremely or Very High Overall Value
D. 64% indicated they are more CONFIDENT in their job search
E. 64% indicated they ‘have a better idea of how to write a Resume’
F. 58% reported they ‘landed a new job’ from the critique and implementing suggestions
G. Student feedback:
   ‘Eric was very helpful. So glad we have this valuable service available to us.’

   ‘I’d mark all of these areas a 6 if I had the ability to. This service is invaluable and I feel so fortunate to have Eric’s input on my resume. He really helped me to understand where the improvement was needed and I am confident that this will help me in the future. Keep up the great work Eric. Thank you!’

   ‘Thanks. I found it invaluable!’
EMPLOYER SATISFACTION

I. GAUCHO JOBS JOB POSTING SURVEY (EMPLOYERS)
An email is sent to all employers when their job posting expires in Gauchos Jobs. Within this email, I embed a link to a survey on their experience. These are a summary of results to date:

A. 28% of employers reported interviewing applicants from Saddleback College
B. 16% of employers reported the hired applicants from Saddleback College.
C. What campus recruiting option do you prefer for posting job openings to students?
   A. 66% - ‘An online system at each campus’
   B. 42.9% - ‘A regional online system that posts to multiple campuses in my area’
   C. 4.8% - ‘A statewide online system that posts to campuses throughout the state’
EMPLOYER SATISFACTION

How would you rate the RESUMES of applicants from Saddleback College?

- Very Poor: 1, 2; 6.7%
- 2, 3; 10%
- 3, 16; 53.3%
- 4, 7; 23.3%
- Very High: 5, 2; 6.7%

How would you rate the INTERVIEWS of applicants from Saddleback College?

- Very Poor: 1, 1; 4.3%
- 2, 3; 13%
- 3, 11; 47.8%
- 4, 6; 26.1%
- Very High: 5, 2; 8.7%
EMPLOYER SATISFACTION:
Career Fair Outcomes

Students / job-seekers GREETED me appropriately (enthusiastic introduction, firm handshake, eye contact) 1-Strongly Agree, 5-Strongly Disagree

- Strongly Agree: 1-7, 19.4%
- 2-8, 22.2%
- 3-12, 33.3%
- 4-8, 22.2%
- Strongly Disagree: 5-1, 2.8%

How would you rate the OVERALL FLOW OF STUDENTS? 1-Outstanding, 5-Very Poor

- Outstanding: 1-4, 11.1%
- 2-12, 33.3%
- 3-14, 38.9%
- 4-4, 11.1%
- Very Poor: 5-2, 5.6%

How many students / job-seekers did you or are you planning on INTERVIEWING?

- 0 (We didn’t find any qualified candidates to interview): 5, 13.9%
- 1-3: 14, 38.9%
- 4-6: 9, 25%
- 7-10: 5, 13.9%
- 10+: 3, 8.3%
EMPLOYER SATISFACTION:
Career Fair Outcomes

Did you HIRE or do you plan on hiring students/job-seekers from this event?

- Yes, 1 candidate: 3 (8.3%)
- Yes, 2 candidates: 3 (8.3%)
- Yes, 3 candidates: 0 (0%)
- Yes, more than 3 candidates: 3 (8.3%)
- No, we probably won't: 7 (19.4%)
- Not yet, we are still deciding: 20 (55.6%)

How would you rate the OVERALL EVENT? 1-Outstanding, 5-Very Poor

- Outstanding: 13 (36.1%)
- 2: 15 (41.7%)
- 3: 7 (19.4%)
- 4: 1 (2.8%)
- Very Poor: 0 (0%)

If you attend other Career Fairs, how would you rate Saddleback College’s compared to others? 1-One of the Best, 5-One of the Worst

- One of the Best: 11 (30.6%)
- 2: 10 (27.8%)
- 3: 14 (38.9%)
- 4: 1 (2.8%)
- One of the Worst: 0 (0%)
Wrap up

Thank you for taking the time to review my 2014-2015 Annual Report!

I want to offer a special thanks to all staff, faculty, and administrators in the Business Science and Economic & Workforce Development Division at Saddleback College for their continued support.

Also, thank you to all of our local, regional, and national organizations that chose to recruit with us at Saddleback College. We look forward to ongoing partnerships and collaboration in meeting your recruiting needs with the talent at Saddleback College.

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