



# Career Peer Ambassadors: Expanding the Reach of Career Services

SAN DIEGO  
**MESA COLLEGE**  
Career Center

**Claudia Estrada-Howell**  
**Amara Tang**  
**2018 Counselor Conference**  
**December 5th, 2018**

**CAREER PEER  
AMBASSADOR  
PROGRAM**



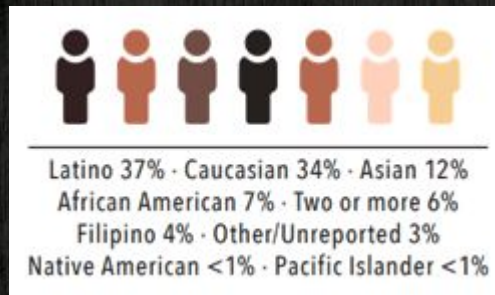
# San Diego Mesa College

WE ARE *Mesa*  
*The Leading College of Equity and Excellence*



**24,344**  
Fall 2017 Enrollment

HISPANIC  
SERVING  
INSTITUTION



# Strong Workforce Funding

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- ◆ **Strong Workforce Project (SWP) Regional Allocation**
  - Supports regional and campus projects to grow and improve outcomes for Career Education (CE) programs in the California Community Colleges
  - Supports short-term programming while the region develops a long-term plan



Read more here:

<http://myworkforceconnection.org/wp-content/uploads/2016/05/2017-Strong-Workforce-Plan-Final.pdf>

# Strong Workforce Funding

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- ◆ **Strong Workforce Project (SWP) Regional Allocation**
  - CE Employment Readiness and Job Placement Project
  - \$200,000 one-time funding for Career Centers
  - Internship Coordinator (Adjunct Faculty)
  - Project Assistant (Hourly Staff, 25 hrs)
  - 6 Career Peer Ambassadors (Hourly Staff, 25 hrs each)



Pavel Consuegra, PhD  
Internship Coordinator



Amara Tang  
Project Assistant



2018-2019  
Career Peer Ambassadors

# Vision & Mission Statement

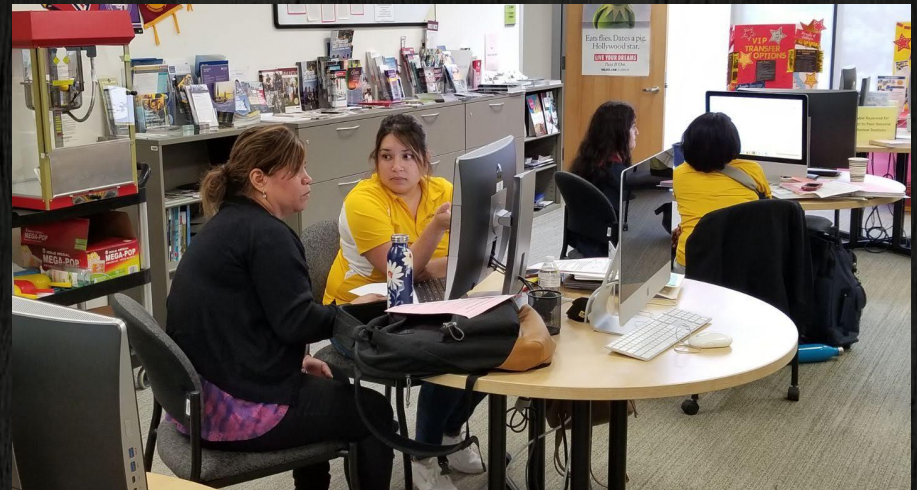
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## Vision

Peers helping peers with career development by connecting them to resources and opportunities.

## Mission Statement

The Career Peer Ambassador Program is a team of dedicated, knowledgeable, and friendly students who represent the San Diego Mesa College Career Center. They guide their peers through their career journeys by providing peer-to-peer résumé building, job search techniques and strategies, as well as other career readiness resources.



# What is a Career Peer Ambassador?

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Career Peer Ambassadors are trained student campus leaders who facilitate the resources available through the San Diego Mesa College Career Center.

Examples of responsibilities:

- Deliver career services information
- Offer peer-to-peer walk-in hours at the Career Center for résumé building service (on a first-come first-serve basis)
- Host on-the-spot résumé building tent events on-campus
- Assist in the planning of job fairs, and other career services events
- Assist in other projects as needed



# Career Center: Student Services Outcomes

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## Career Center Goals:

1. Expand student equity and retention through career services by increasing collaboration with faculty and specialized student programs (SSSP, Student Equity, Title V/HIS grant, Strong Workforce, etc.).
2. Advance partnerships with employers and alumni to facilitate career connections and opportunities for our students.
3. Grow the Career Center's capacity to serve the needs of the Mesa student/alumni population and campus community through increased staffing, faculty, tools, physical space and innovative technologies.
4. Improve student preparation for career opportunities and interactions with potential employers.

## Student Services Outcomes:

- Students will gain increased preparation for career interactions and opportunities (1, 2, and 4)
- Students will gain awareness of career services and career events on campus and online (1 and 3)
- Students will demonstrate the use of job search resources and career exploration tools to explore individual career options (2, 3)
- Students will express understanding of personality type, skills, values, and goals as it relates to their career options (1, 2, 5)

# Program Goals

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## Career Peer Learning Community

- Active learning
- Critical thinking
- Personal and social responsibility
- Engagement with diverse student populations
- Engagement with faculty and staff
- Integration of learning across course work and interwoven into co-curricular activities
- Educate students around internship preparation and career readiness through résumé building
- Create a learning community through a Career Peer Ambassador Program

## Faculty Engagement

- Identify and establish a support network of faculty who are already doing internship work at San Diego Mesa College
- Collaborate with the Associate Dean of CE to establish definition and terminology for internships at San Diego Mesa College
- Create a pilot internship program
- Educate faculty on the legality around internships



# Pre-Assessment (1/2)

## Career Exploration & Resources

Please select the best option as it pertains to your knowledge and understanding of career exploration and resources.

I am knowledgeable of resume writing strategies and resources.

\*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I understand how to communicate my skills and experiences in a well-formatted resume. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Pre-Assessment (2/2)

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I feel confident in my ability to market myself enabling me to qualify for higher earning positions. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I am aware of career events and opportunities at Mesa College. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Post-Assessment (1/2)

## Career Exploration & Resources

Please select the best option as it pertains to your knowledge and understanding of career exploration and resources.

As a result of participating in the Career Peer Ambassador Resume Walk-In Session, I have an increased knowledge of resume writing strategies and resources. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

As a result of participating in the Career Peer Ambassador Resume Walk-In Session, I have a better understanding of how to communicate my skills and experiences in a well-formatted resume. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Post-Assessment (2/2)

As a result of participating in the Career Peer Ambassador Resume Walk-In Session, I feel confident that I have increased my marketability enabling me to qualify for higher earning positions. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

As a result of participating in the Career Peer Ambassador Resume Walk-In Session, I have gained awareness of career events and opportunities at Mesa College. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Based on my experience with the Career Peer Ambassadors, I would recommend their services to other students. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Collaboration/Support

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- ◆ CE Faculty and Administrators
- ◆ Work-Based Learning Coordinators
- ◆ Internship Coordinator
- ◆ Student Success and Equity Department
- ◆ The Stand
- ◆ Summer CRUISE Programs & Peer Navigators
- ◆ STEM CORE Program
- ◆ Transfer Center
- ◆ Outreach Department
- ◆ Tutoring Department



# Logistics

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## ◆ Space

- Career Center, lab, library, conference room, library, house under another department, etc.

## ◆ Students

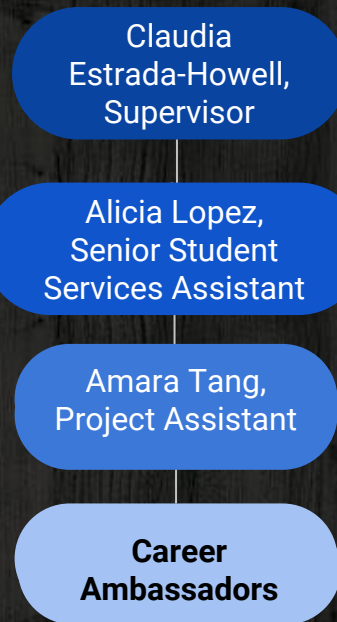
- Hourly staff, federal work-study, veteran work-study, other grants, voluntary student leadership opportunities, student organizations, alumni, etc.



# Structure

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## *Career Peer Ambassador Program Organization Chart*



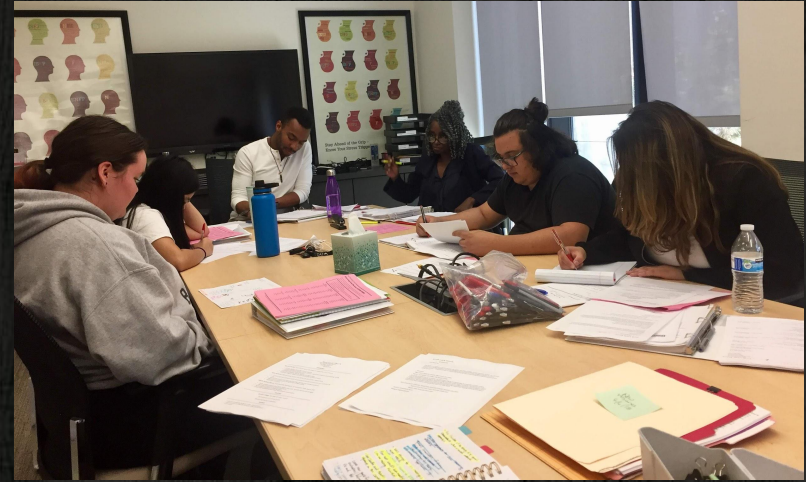
# 130 hours

*Career Ambassadors  
participated in a total of  
130 hours of intensive  
training.*



# Training Process

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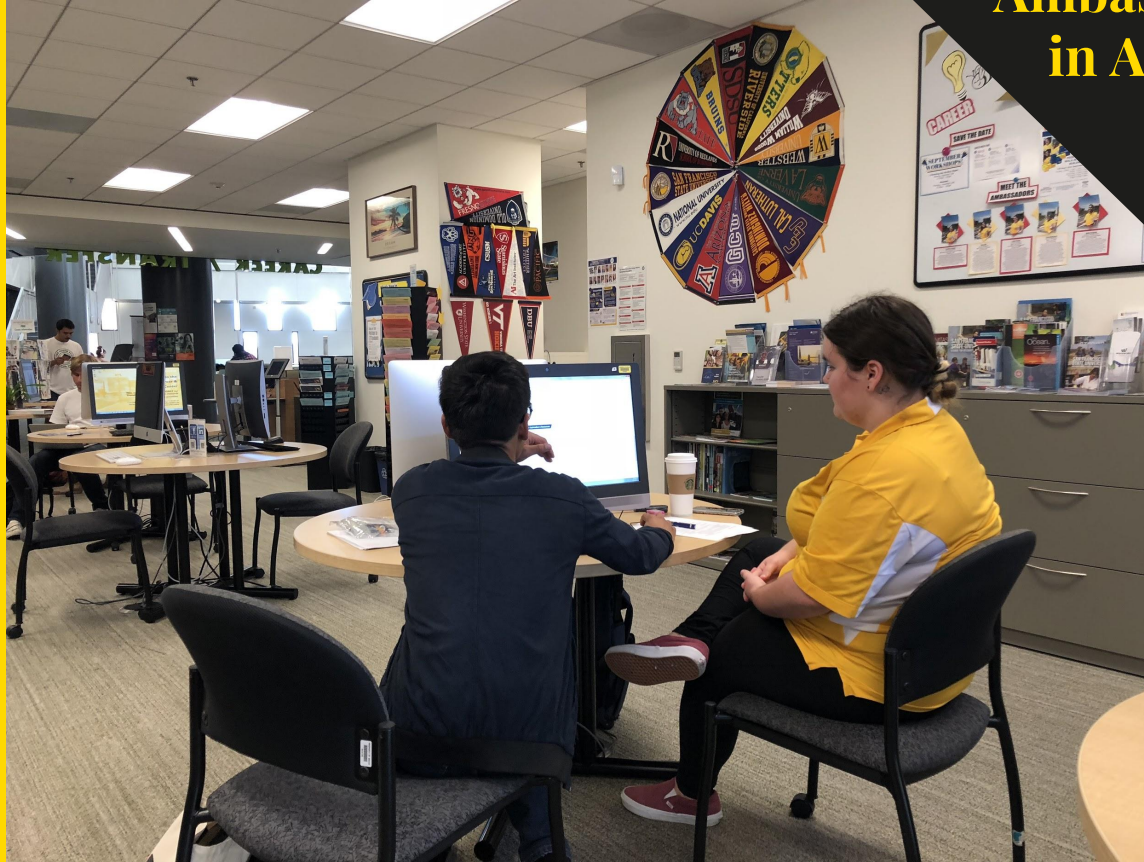


# Timeline

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- November 2017** - Strong Workforce Program Project Proposal was approved.
- December 2017** - Interviews to fill the Internship Coordinator and Project Assistant positions were conducted.
- February 14, 2018** - Project Assistant started.
- March 1, 2018** - Student interviews for Career Ambassador positions were conducted.
- Late April 2018** - Career Ambassadors and Internship Coordinator started.
- Late-April to June 2018** - Career Ambassadors participated in career and professional development training.
- June 2018** - Project Assistant and Career Ambassadors were rehired with the new fiscal year budget.
- July to August 2018** - Career Ambassadors began offering Summer walk-in peer-to-peer résumé building hours at the Career Center, and participated in campus collaborative events to deliver career services information. Training sessions were developed and facilitated as needed.
- Sept. to Nov. 2018** - Career Ambassadors offered Fall walk-in peer-to-peer résumé building hours to prepare students for Career Week, and assisted with other events as needed.
- October to Nov. 2018** - Career Ambassadors were trained to assist their peers in answering general questions about transfer applications.
- December 2018** - Analyze and interpret program assessment results.

## Career Ambassadors in Action



In early July, Career Ambassadors began offering 28 hours per week for Summer walk-in peer-to-peer résumé building at the Career Center, and have hosted 4 on-the-spot peer-to-peer résumé building tent events at the Mesa Commons.

**Convenience and accessibility**

## Career Ambassadors in Action



During their first month of walk-in hours, the Career Ambassadors met with 35 students seeking résumé help, and many of whom positively expressed they planned to follow up with the Career Ambassadors on their résumé revisions.

**High interest**

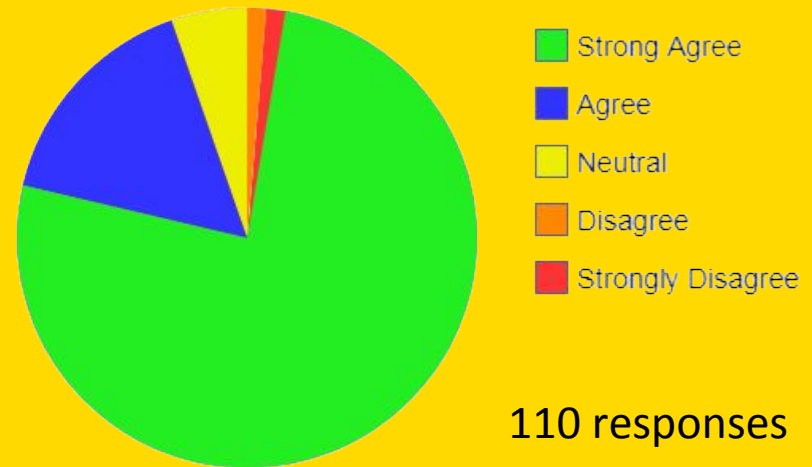
# Career Ambassadors in Action

Based on participants' experiences with the Career Peer Ambassadors,

# 92%

of survey responses show participants **“Strongly Agree”** and **“Agree”** they would recommend the peer-to-peer résumé building service to other students.

## Positive feedback



110 responses

Career Ambassadors assisted with 2018 Summer CRUISE events including the Financial Literacy Workshops and the Meet & Greet events where they presented information on career services to over 120 students, as well as served on three student panels.

## Campus collaboration



During 2018 Welcome Week, Career Ambassadors greeted new and returning students to campus while working the information booth with San Diego Mesa College President, Dr. Pamela Luster.

## Leadership & involvement



The Career Ambassadors volunteer to distribute fresh produce every month at the San Diego Mesa College Farmer's Market, hosted by the Stand and Feeding San Diego.

## Building a sense of community

In August, Career Ambassadors organized 500+ pieces of donated clothing, in 3 days, at The Stand to prepare free professional clothing racks for Mesa College students in their education and job search journeys!

## Promoting student equity

In August, our Career Ambassadors completed a total of 779 phone calls in 3 days to Mesa College students and alumni to complete a Destination Survey.

## Increasing team efficiency





*“Career Peer Ambassadors: Expanding the Reach of Career Services”*



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# Contact:



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