

# CAREER SERVICES STRATEGIC PLAN

**REIMAGINING CAREER SERVICES ACROSS OUR CAMPUS**

**CAREER NAVIGATION | SEPTEMBER 19, 2024**

PRESENTED BY:

**RAQUEL SOJOURNER WORLDS, CAREER COUNSELOR & CO-COORDINATOR**  
**OLIVIA PICOLLA, SUPERVISOR | TRANSFER CENTER | CAREER CENTER | EVALUATIONS**

# ABOUT SAN DIEGO MESA COLLEGE

## MISSION

San Diego Mesa College is a comprehensive community college committed to access, success, and equity. We honor those commitments as a diverse community of faculty, students, professional staff, and administrators who collaborate to foster scholarship, leadership, innovation, and excellence in an inclusive learning environment. By promoting student learning and achievement that leads to degrees and certificates, transfer, workforce training, and lifelong learning, we empower our students to reach their educational goals and shape their future.

## VISION

To be the leading college of equity and excellence, educating students to shape the future.



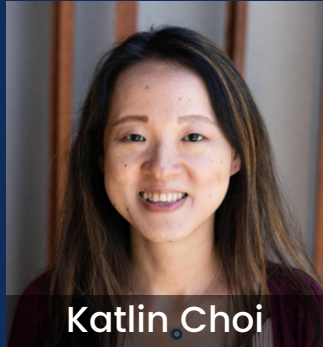
# WE ARE THE CAREER SERVICES TEAM!



**Alex Berry**  
Associate Dean  
[Career Technical  
Education]



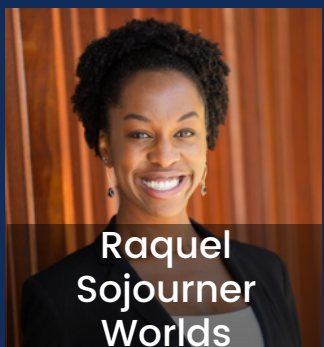
**Shawn Fawcett**  
Faculty WBL  
Coordinator  
[Work-Based Learning]



**Katlin Choi**  
Faculty WBL Coordinator  
[Work-Based Learning]



**Olivia Picolla**  
Supervisor  
[Career Center]



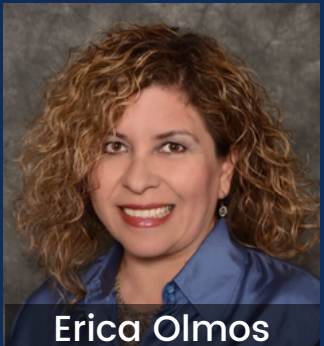
**Raquel Sojourner Worlds**  
Counselor  
[Career Center]



**Kristina Carson**  
Counselor  
[Career Center]



**Sadie Wager**  
Student Assistance  
Technician  
[Career Center]



**Erica Olmos**  
Employer Relations  
Liaison  
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**Pavel Consuegra**  
Internship Coordinator  
[Work-Based Learning]



**Carole Thompson**  
Internship Coordinator  
[Work-Based Learning]



**Ariel Guzman**  
Internship Coordinator  
[Work-Based Learning]



**Jose Ortega**  
Lead Career Peer  
Ambassador



**Ashley Welch**  
Lead Career Peer  
Ambassador



**Kanika Lee**  
Lead Career Peer  
Ambassador



**Dorothy Lee**  
Career Peer  
Ambassador



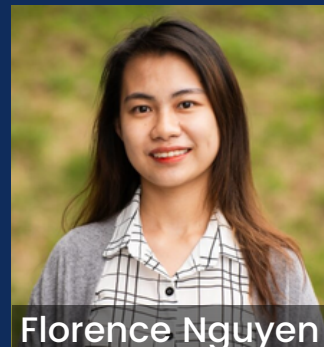
**Brooke Wenger**  
Career Peer  
Ambassador



**Megan Boquet**  
Project Assistant  
[Work-Based Learning]



**Carina Hernandez-Carrillo**  
Project Assistant  
[Work-Based Learning]



**Florence Nguyen**  
Project Assistant  
[Career Center &  
Work-Based Learning]



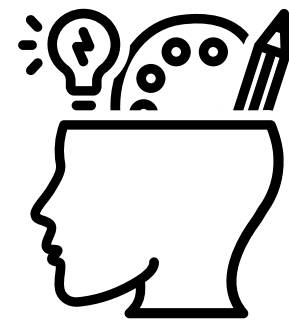
# ABOUT CAREER SERVICES

Our Career Center & Work-Based Learning Teams work closely together with the mission to prepare students to reach their career goals and support faculty/staff to embed career-focused activities within the classroom while focusing on industry needs. We are here to help students create a unique career & life vision by understanding their WHY. We support students in being intentional with **their holistic experiences** through the exploration of interests, development of skills, and preparation for the workforce.

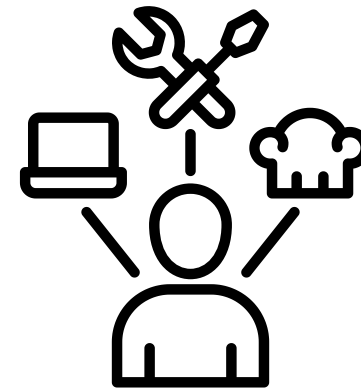
(See Appendices A, B, C, F, G)



Help students  
reach their  
Career Goals



Develop  
their Skills



Explore  
Career  
Pathways



Preparing  
for the  
Workforce

# CAREER SERVICES STRATEGIC PLAN RFA PROJECT RECAP:

**Project Objective: Develop and implement a Career Services Strategic Plan.**

## **Phase I (year 1):**

- 1. Assessed current Career Services structure and model, utilizing the NACE Assessment Tool, survey's, and presentations to various constituency groups on campus.**
- 2. Developed a Career Services Strategic Plan (Draft).**

**Phase II (years 2-4): Implement proposed and approved Career Services Strategic Plan for San Diego Mesa College.**



# ENVISIONING THE FUTURE - “THE WHY”

Imagine a campus where every corner is infused with career support and guidance, where students are not just seeking a degree but also building a foundation for a successful future.

- **The Leaders & Model in the Region**
- **Enhanced Student Success, Retention, Completion and Employment**
- **Positive Economic & Community Impact**
- **Sustainable Increase in Enrollment**
- **Broadened Alumni Network**



# THE METHODOLOGY BEHIND THIS WORK

## NACE ASSESSMENT SUMMARY RESULTS

1. Mission - 2
2. Program Components - 2.15
3. Organization, Management, and Leadership - 2.95
4. Human Resources - 2.65
5. Financial Resources - 2.14
6. Facilities - 2.62
7. Technology - 2.91
8. Institutional and External Relations - 1.84
9. Employer Relations and Recruitment Services - 2.84
10. Legal, Policy, and Risk Management - 2.89
11. Access, Diversity, Equity, and Inclusion - 2.42
12. Ethics - 1.19
13. Program Evaluation, Assessment, and Research - 1.61

## SCORING LEGEND

- NA = Not applicable. Standard does not apply to this institution and/or career services office.
- 0 = Insufficient evidence to determine the level to which the standard is met.
- 1 = Standard is not met at all or in any appreciable manner. The program is deficient and requires extensive improvements.
- 2 = Partially meets standard.
- 3 = Meets standard.
- 4 = Exceeds standard.

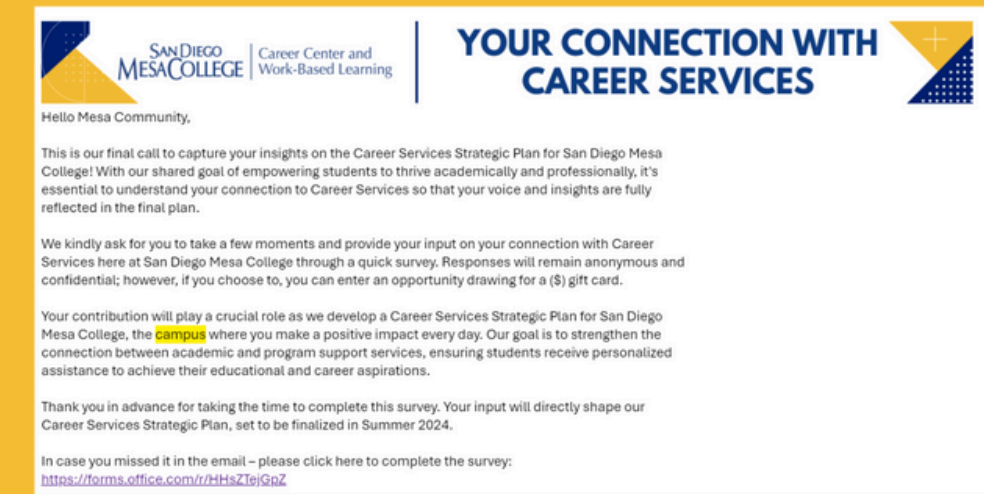
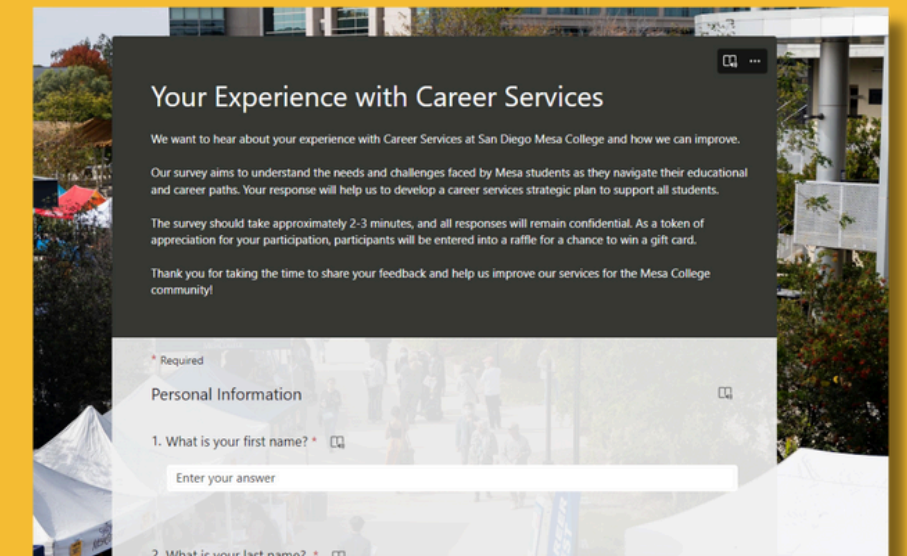
## SURVEYS

### Student Campus Survey

- Microsoft Form
  - Welcome Week
  - Pre & Post Appointments
  - Career Fair
  - Handshake

### Employee Campus Survey

- Microsoft Form
  - DL Emails with IE Support
  - Presentations



## ROADSHOW

- Campus Visits
- Region 10 Meetings
- Monthly Joint Career Services Meetings
- Dean's Council, Administrators Meetings, Presidents Cabinet, Chair of Chairs

# GOALS & RECOMMENDATIONS

Goal 1: Enhance Staffing Structures

Goal 2: Assess Career Services Structure

Goal 3: Establish a Centralized Career Services Engagement Space

Goal 4: Revise Institutional Plans to Highlight Career Services

Goal 5: Integrate Career Services within Curriculum

Goal 6: Review and Revise the Branding of Career Services (Career Center & Work-Based Learning)

Goal 7: Grow our Industry Partnerships

Goal 8: Develop a Funding Plan for Increased Resources



# **GOAL 1: ENHANCE STAFFING STRUCTURES**

## **OBJECTIVE**

**Request appropriate staffing/positions through our college's Program Review position request process.**

# **GOAL 2: ASSESS CAREER SERVICES STRUCTURE**

## **OBJECTIVE**

**Assess the current structure of Career Services to determine if a re-organization is needed to enhance efficiency, effectiveness, and integration into the student experience**

## **GOAL 3: ESTABLISH A CENTRALIZED CAREER SERVICES SPACE**

### **OBJECTIVE**

**Establish a new centralized Career Services facility space on campus for the Career Services team to support with student access, engagement and success**

# **GOAL 4: REVISE INSTITUTIONAL PLANS TO HIGHLIGHT CAREER SERVICES**

## **OBJECTIVE**

**Revise Mesa College's Mission/Vision/Values, Student Equity and Achievement Plan, and Mesa 2030 to intentionally highlight Career & Gainful Employment**

## **GOAL 5: INTEGRATE CAREER SERVICES WITHIN CURRICULUM**

### **OBJECTIVE**

**Incorporate career services into all disciplines (CTE & Non-CTE) curriculum with the support and guidance of the Mesa Work-Based Learning Liaisons and Career Services for each instructional school**

## **GOAL 6: BRANDING OF CAREER SERVICES**

### **OBJECTIVE**

**Refresh and standardize the branding of Career Services, including the Career Center and Work-Based Learning**

## **GOAL 7: GROW INDUSTRY PARTNERSHIPS**

### **OBJECTIVE**

**Expand and strengthen partnerships with industry leaders to enhance career opportunities for students**

## **GOAL 8: DEVELOP A FUNDING PLAN FOR INCREASED RESOURCES**

### **OBJECTIVE**

**Develop and execute a funding plan for increased resources**



# PROMOTING WORKFORCE DEVELOPMENT

## BOARD OF TRUSTEES GOALS FOR 2024-25

Strategic Plan Goal C: Workforce Development Align educational programs with workforce realities and pathways for success.

- Increasing investment in the alignment of educational programs with evolving local workforce needs
- Increasing investment in expanding career exploration and learning-aligned employment opportunities
- Increasing advocacy efforts to expand baccalaureate programs
- Increasing alignment of programs, courses, and curriculum with emerging technologies in Career Technical programs
- Increasing the number of students who attain living wage employment within one year of completion
- Decreasing equity gaps in attainment of living wage employment within one year of completion



# NEXT STEPS FOR IMPLEMENTATION

- Meet with Leadership
- Join Mesa 2030 Taskforce to Review Space Opportunities
- Discuss and Decide on a Reorganization
- Follow Staffing Request Processes through Program Review
- Join Mesa College Taskforce for Reviewing Mission, Vision, etc.
- Continue Funding Conversations with College Foundation & Employer Sponsorships
- Rebranding Communication Across Campus
- Campus Roadshow
- Assess & Implement



**THANK YOU!**

**"THE FUTURE DEPENDS ON WHAT YOU DO TODAY."  
– MAHATMA GANDHI**