Executive Summary (1600 character limit, approx. 250 words or less)

"Career Services is requesting funding to sustain existing services and expand opportunities for students to enhance their learning in preparing for jobs, internships, graduate school and connecting with employers.

Assistant Career Advisors (ACAs) focus on supporting career-connected learning experiences, in-person, drop-in and online resume and cover letter reviews. They have been highly utilized with 718 reviews in the 2021-2022 school year. Career Services has seen a 21% increase in student appointments, and 114% increase in drop ins (46% supported by ACAs), during Fall 2022. They are pivotal to our work serving students.

Student Outreach Coordinators (SOC’s) engage with our affinity and academic student clubs in support of additional employer engagement opportunities and are responsible for our outreach and marketing efforts. They also work with the Diversity Center to provide identity-based resources.

Our Assistant Director of Employer Engagement (ADEE) provides connections between alumni/employers and students to support internships, job opportunities and networks. Targeted coordination led to successful engagement including the Fall 2022 in-person and virtual career fairs with 93 employer and 958 student interactions. Our virtual career fair was also very successful with 349 student interactions and 30 employers. To continue these efforts, we are requesting funding for 25% of our ADEE’s salary.

Additionally, with our honorarium we have invited a guest speaker to engage with our students on authenticity in the workplace. This is also in partnership with the Diversity Center and we hope will be an annual DEI signature campus event."

Need for Program (1600 character limit, approx. 250 words or less)

"In the 2021-2022 academic year we had 1809 appointments, clearly indicating an interest and need from students. Our ACAs conducted 84% of the Online Reviews and 41% of our total appointments.

Furthermore, our 2021-2022 Annual Report outlines that our appointment demographics are representative of our student population. In some cases, there is an over representation in student demographics by appointment. In the 2021-2022 academic year, 11.9% of student appointments identified as Hispanic/Latino (versus 10% campus wide) and 11.2% identified as
Black/African American (versus 8% campus wide). That said, there is a greater need for Career Services to provide more identity-based career development resources.

That is why with the $500 honorarium given to us last year, we are hosting, in partnership with the Diversity Center, a DEI workshop with a guest speaker. We hope to further this type of identity-based programming for students in the future.

Additionally, our SOC’s are essential in partnering with the Diversity Center to offer more identity-based resources, and connecting with our academic and affinity student clubs to facilitate more intentional programming.

The ADEE’s role impacts approximately 20% our overall student engagement. Our fall career fairs are instrumental in opening opportunities for our students. In Fall 2022, we saw 112% increase in student interactions at our Fall & Internship Career Fairs from the prior year. There was also a 15% increase in employer attendance at these fairs, thanks the outreach and coordination from our ADEE."

Is this a new request? No

What on your request is new or has changed?

"Career Services is requesting a $1000 honorarium, an increase of $500 from the previous year, so that we can continue to host a diversity, equity and inclusion speaker.

With the honorarium given to us for the 2022-2023 academic year, we have booked a DEI speaker, Siobhan C. Skerritt, a Retention and Profession Specialist at Google, to speak to our students this April. Skerritt is a well-known DEI specialist from California in the field of both higher education and the tech industry. Their focus is addressing ways that higher education and corporate work environments can collaborate together to foster diversity, equity, inclusion and belonging in the workplace.

They typically charge well over $5,000 for their virtual speaker events, however based on the need of our students to connect with someone who can talk about authenticity in the workplace, they have agreed to accept our $500 honorarium. However, we are requesting $500 more so that we can be more competitive when bringing outside speakers to campus.

By partnering with the Diversity Center on this programming, we hope to become more informed on what specific topics, within intersections of identity and career development, students would like covered by Skerritt. Based on the positive feedback students have given us so far, we plan to make this an annual event and ideally organize it to occur as a lead up to our Spring Career Fair."
Strategic Plan (1000 character limit, approx. 150 words or less)

"Career Services’ mission is to help students EXPLORE career opportunities, BUILD job search skills, & CONNECT with the employment community. Our strategic goals align with the UWB priorities. SAF funding would support preparing the workforce of the future to:

- Advance student success by integrating career curriculum into the academic experience and supporting experiential learning.
- Create targeted career content videos for classes
- Provide greater meta major programming in alignment with Pathways initiative - Career Conversations Circles
- Strengthen employer engagement, student/industry connections, and access to employment opportunities.
- Build and maintain employer engagement connections
- Support initiation of the Center for Biotechnology Innovation and Training
- Partner with student clubs & organizations on employer engagement opportunities
- Enhance DEI by identifying and operationalizing inclusive best practices in career services & programming to impact the career preparedness of minoritized students.
- Launch initial DEI annual speaker event
- Partner on programming with student affinity organizations, ISS and the Diversity Center
- Build greater identity resources"

Assessment (1600 character limit, approx. 250 words or less)

"SAF funding supports impact to all students. Quantitative data is collected throughout the year at events and on Handshake and Navigate.

During the 2021-2022 academic year, Career Services provided a total of 1809 1:1 appointments and online resume/cover letter reviews (718 of which were online reviews), 41% were conducted by ACA’s. Resumes and cover letters reviews are our most popular appointment services, students can submit them online for review. 84% of all online material reviews are done by ACA’s. Furthermore, this Fall quarter alone, we have seen a 21% increase in student appointment demand, and we expect this number to increase.

Our SOC’s also collect data to help inform their engagement strategies on Instagram. As of Fall 2022, we have a total of 747 followers, which is a 30% increase from prior year. The majority of our posts are Career Service event related or employer insights and hiring alerts."
We also collect qualitative data through post-appointment, course evaluation and event surveys. We plan to implement an event survey for our DEI speaker event, funded by our honorarium, so that it can help inform our guest speaker event next year.

LinkedIn helps us track where our alumni are employed and what they are doing. This informs much of our employer and alumni engagement. The five most common employment roles for UWB grads are: engineering, operations, healthcare services, education, and information technology. The top employers of UWB graduates are Microsoft, Boeing, Amazon and UW. 

Salary Positions

"25% of the Assistant Director of Employer Engagement

The ADEE is responsible for our employer outreach and industry partner relationship development, oversees our newsletter and marketing, manages our Handshake account with UW Seattle (22k+ jobs and 9k+ internships posted in the last 90 days) and coordinates all of our major industry engagement events: career fairs, employer panels, networking events etc. The connections and programs this role are vital to opening new doors to opportunities for internships and full-time jobs after graduation. We are strategically focusing on both virtual and in-person career fairs and events, which is responsive to student and employer engagement interest. This fall we hosted two in-person career fairs and one virtual fair resulting in 1,072 student interactions, a 112% increase compared to the previous year. We are requesting that SAF provide this 25% salary funding that was approved last year to continue this significant work and impact, examples of which are outlined below:

- Host industry specific employer connection events (examples: Nordstrom - Professional Development Bootcamp, Navigating Virtual Interviews - Presented by Fast Enterprises, PNNL Jobs, Internships & Research for Science Majors, HashiCorp - Diversity, Equity and Inclusion in our Early Career Programs, and USI Insurance Services Career Development Program)
- Coordinate and consult with tri-campus partners on career programming, marketing, employer engagement and resources (including Handshake).
- Conduct targeted employer summer outreach to develop yearlong engagement plans.
- Develop and support student organization engagement/program and collaboration - Supervise Student Outreach Coordinator(s).
- Lead our employer diversity engagement and equitable hiring consultation efforts."

Programming/Events

"We are requesting a $1,000 honorarium, a $500 increase from the previous year, so that we can continue to host a diversity, equity and inclusion speaker.

With the honorarium given to us for the 2022-2023 academic year, we have booked a DEI speaker, Siobhan C. Skerritt to come speak with our students this April. They are a well-known
DEI specialist from California from both the field of higher education and the tech industry. Their focus is addressing ways that higher education and corporate work environments can collaborate together to foster, diversity, equity, inclusion and belonging.

With more students asking for advice on how to be authentic in the workplace, we hope that this virtual workshop can address topics that students are most interested in. Additionally, we are partnering with the Diversity Center to become more informed on what specific topics, within intersections of identity and career development, students would like covered by Skerritt. However, we found that speakers typically charge well over $5,000 for virtual events. Therefore, we are requesting $500 more so that next year we can be more competitive when bringing outside speakers to campus.

Based on the positive feedback so far, we plan to make this an annual event and ideally organize it to occur as a lead up to our Spring Career Fair. "

Total Amount (please note the total dollar value)
$124,278

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