

## Q15. Proposing Group Information

Q1. Proposing group name (examples: Career Services, Student Diversity Center)

Career Services

Q2. Department/Organization (examples: Student Engagement and Activities, Student Affairs, Academic Affairs)

Career Services

Q3. Contact Person

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Kim Wilson

Q4. Contact Email

- This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal. Please include a regularly checked email as the SAF Committee contacts groups primarily through email.

kwilson2@uw.edu

Q5. Budget owner

- Before submitting, you must discuss and receive approval on your request from a staff or faculty member (i.e. Student Affairs Staff or faculty adviser) who will agree to be the budget owner and responsible for managing this allocation. Include the name and title (i.e. John Smith, Club Adviser) of that individual below. **IMPORTANT:** Please ensure the faculty or staff member understands they will be the budget owner and responsible for managing a SAF allocation. This person must be authorized in UW procurement and fiscal systems and familiar with university purchasing policies and processes, and have approval from their supervisor.
- If you are a registered student club, you may email the Student Engagement and Activities Director and Assistant Director, Sam Al-Khoury at [sea2@uw.edu](mailto:sea2@uw.edu) and Carla Christensen at [carla24@uw.edu](mailto:carla24@uw.edu) as a resource for your request by December 29, 2020.

Kim Wilson

Q6. Budget owner email

- Please provide the email of the faculty or staff member you discussed your request with.

## Q14. Proposal Information

### Q7. Executive Summary

- Please provide a concise overview of the program, activity, or service for which you seek funding. This summary should explain what you're requesting funding for. (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, grad schools and connecting with employers. Our Employer Relations Manager (ERM) provides connections between alumni/employers and students to support internship and job opportunities and networks, especially during COVID. Targeted summer outreach led to successful engagement including fall virtual career fairs with 53 employers and 649 students having 1154 employer 1:1 sessions. To continue these efforts, we are requesting funding for 25% of our ERM's salary (currently funded at 75%). Assistant Career Advisors (ACAs), Student Outreach Coordinator (SOC), and our ERM continue to support, develop and promote our diversity and equity efforts. Examples include: developing and providing resources for international students and undocumented students on ways to gain experience with their status, partnering with Google to host a three-part professional development workshop series to supporting a diverse workforce, collaborating with the Diversity Center on the "Be the Boss" series, and hosting a panel for 65+ employers on "How to Recruit, Advance and Retain Diverse Talent". ACAs focus on supporting career-connected learning experiences by advising students on cover letters, resumes, interviews and how to articulate the skills they are learning in the classroom and through experiential learning to the employment community. The online resume reviews they conduct have been highly utilized with 419 reviews since Mar 2020.

### Q8. Need for Program

- Please describe the need for this program or service. Explicitly describe how this program directly and/or indirectly benefits the campus community, i.e., what student opportunities would be absent without funding. This section should explain why you're requesting funding. (1600 character limit, approx. 250 words or less)

Career Services provides programming, services, and resources to ALL UW Bothell graduate and undergraduate students from all Schools and programs. We survey our students to get a better sense of their needs, and customize our resources, programming and offerings based on those needs. The 2020 Career Services Student Survey (filled out by 409 undergraduate, graduate and certificate students) provided the following information that informs this proposal: -76% of students showed an interest to attend Career Fairs in Fall 2020. Students indicated that, during the 2020-2021 academic year: -62% are pursuing an internship -59% are pursuing employment. The top 3 virtual services that students indicated would be most helpful in 2020-2021 were: -58% resume/cover letter reviews -55% practicing interviewing skills -54% building their network. These numbers support our request for funding for: ACAs to conduct student appointments and virtual resume/cover letter reviews to ensure that students are receiving the advice they need. SOC to work with student organizations on employer programming and marketing. Employer engagement coordinated by the Employer Relations Manager, connecting students and employers which include the Etiquette Dinner and Career Fairs.

### Q9. Is this a new request?

(Partial means that one or more-line items of the submission is new but not necessarily the program or submission itself. Select No if the request is not new but was previously submitted under a different name; i.e., Student Assistants have a title change to Student Associates.)

- Yes
- No
- Partial

### Q10. What on your request is new or has changed?

#### Q11. Strategic Plan

- How would you like to see this program grow/change/adapt, and what role does funding play into this vision? Please describe some key goals you are hoping to accomplish, now and in the future. (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 our vision to: ENHANCE Community and Campus Engagement: Develop and maintain connections between employers and students to help students build their social capital and develop career management skills. STRENGTHEN Diversity and Equity: Increase initiatives to support diversity, equity and inclusion in learning and in the workplace. Provide underserved students with the knowledge and connections to access and how to succeed in organizations that support, retain and commit to providing pathways to opportunities for personal success and advancement. ADVANCE Cross-Disciplinary Teaching and Scholarship: Provide career-connected learning for students to have a greater understanding of career management and skills translation, through internships and employer/student engagement.

#### Q12. Assessment

- Estimate how many currently enrolled students will likely benefit from your proposed service or program. If you have previous statistics from past programs, please feel free to include for comparison.
- What is the impact of your program and how do you measure the affects?
- If a new program, describe how you plan to assess the proposed service/program. Describe any metrics or operational targets your unit uses to assess its financial and operational health.
- (Supporting documents or materials are not required but may be presented in the hearing if desired.)

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

SAF funding ideally impacts all undergraduate and graduate students through a variety of ways. Quantitative data (number of students utilizing services, attending activities, etc.) is collected throughout the year at events, on Handshake, and our online appointment scheduling system (EAB Navigate). During the 2019-2020 academic year, Career Services provided a total of 1,347 1:1 appointments and online resume/cover letter reviews (1,108 appointments and 239 online material reviews) to 826 unique clients. The highest purpose of visit was resume reviews (45%) conducted by our ACAs. In fall 2020, we conducted 481 virtual appointments and reviews (301 appointments, 180 online material reviews). This slightly exceeds last fall's numbers. Qualitative data is collected through post-appointment and event surveys. Evaluation of the student work experience is conducted through regular staff meetings, one-on-one supervision and exit interviews when students leave their position. 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 industries for UWB grads are: engineering, operations, education, healthcare services and information technology. The top employers of UWB graduates are Microsoft, Boeing, UW, Amazon and T-Mobile. The UW also conducts a 6 month-out destination survey of graduates. In addition, we conduct an annual budget review each summer and a SAF budget review at the end of each quarter to help ensure we meet our financial commitments.

#### Q13. Funding Categories

For these responses, please do not show the math on this proposal. Use the excel sheet for the actual math. Instead, in these sections, tell SAF about the category funding needed and provide the 'why' for the request. There is no character amount but you are asked to be concise in your response.

#### Q16. Salary Positions

Please briefly describe the positions you are requesting funding for. If there are differences or distinctions in positions, please explain what they are and do.

Assistant Career Advisers (ACA)s The Assistant Career Advisers (ACA) serve as primary contacts for students using Career Services by providing resume, cover letter, LinkedIn and mock interview appointments. In 2019-2020, our ACAs worked with 615 students. In addition to their work coaching, ACAs present workshops and assist with Career Services projects. Their unique student perspective offers invaluable resources to inform best practices in our service to UWB students. Going virtual in March 2020, Career Services adapted to offer online resume and cover letter reviews by ACAs. This new online review system allows students access these services outside of the conventional 9a-5p appointment hours, and because of the high usage, we will continue this service when we return to campus in-person. This fall, our total undergraduate appointment numbers were consistent with fall 2019, due to the contributions ACAs made in completing online reviews. Student Outreach Coordinator (SOC) The Student Outreach Coordinator (SOC) works with the Employer Relations Team to increase connections between student organizations (examples are Women in Business, ACM, ASME) and Career Services. This includes providing guidance to student organizations in planning career-related events, helping clubs to develop and cultivate a relationship with Career Services, and connecting clubs with employers. The SOC assists in supporting career fairs, information sessions, and recruiting events to give students as many touch-points with employers as possible. The SOC is also pivotal in developing and maintaining the Career Services Instagram (@uwb\_career), an essential marketing/student outreach tool particularly during COVID, which currently has 467 followers and has generated 133 posts since April 2020. Posts include tips for preparing for Career Fairs, promotion of internships/jobs, employer events, club career-related events, and Fun Fact Fridays. Student Staff Lead In addition to the roles that our student staff play in overall programming, Career Services values the importance of giving students the opportunity to lead, advance and grow professionally. The lead position is given to a student who exemplifies professional understanding of Career Services resources. Examples of responsibility include mentoring, training and project management. This role is typically held by a returning ACA/SOC, and encourages student staff to continue developing their leadership skills within our team. 25% of the Employer Relations Manager The Employer Relations Manager is responsible for our employer outreach and industry partner relationship development, oversees our newsletter and marketing, manages our Handshake account (that provides thousands of opportunities for students) and coordinates all of our major industry engagement events: career fairs, etiquette dinners, etc. In June 2021 we will have depleted all available revenue reserves for the additional 25% of salary and benefits for the Employer Relations Manager. The connections and programs this role supports, bring students and professionals (including potential future employers) together, and are vital to opening new doors to opportunities for internships and full-time jobs after graduation. We want to continue this significant work and impact, examples of which are outlined below: -Host industry specific employer connection events (examples: Accounting and Finance, Education and Community Service Organizations, STEM, Health and Medical Organizations and Business) for employers to connect with students allowing them to learn about opportunities at each organization and speak directly with recruiters. -Partner on UW Tri-Campus Virtual Career Fair. Last spring there were 85 employers registered to participate, and UW Bothell students were well represented given our student population (12.5% of attendees were UWB students where we make up 10.5% of UW enrollment). -Conduct targeted employer summer outreach to develop year long engagement plans. -Host information sessions for employers sharing UWB 2021 - 2022 engagement opportunities. -Conduct employer hiring plans summer survey. -Conduct summer student needs survey. -Host employer critical conversations series (example: "How to Recruit, Advance and Retain Diverse Talent" had 65+ employer attendees). -Hold post career fair coffee chats with employers to improve future fairs.

Q17.

#### Programming/Events

- Please briefly describe the program(s) you are requesting funding for. This also includes needs relating to security, honorarium, hospitality, and contracts, etc. Specify what programs are virtual.

We are requesting funding to support our winter Etiquette Dinner. Winter 2020 the Etiquette Dinner was attended by 76 students and 13 employers (on average, employers had the opportunity to speak to 7-10 students at the event). The attendance at this event has consistently remained high with 100% students respondents from the post-event survey saying they would recommend the event to other students. The remainder of the event is paid for by corporate donors, career fair revenue and students (\$5/student). Approved event funding from SAF also allows Career Services critical access to utilize the ARC free of charge for our largest events, the career fairs. Below are some quotes from Etiquette Dinner attendees: Students: "I think that the networking portion after dinner was a great addition to the etiquette dinner. I think that it was the most personable networking experience I have had on campus. It did not feel like I had to compete with everyone in my major to speak to someone for 2 minutes like I have felt at career fairs." "I believe this is a great experience that all students should try. They will gain some skills that they will use in their career and their life in general. I encourage students to attend, they will learn a lot and they will enjoy it." Employers: "The students were all very attentive to the presentation. They cared, and it made the event feel very impactful." "The dinner and presentation were excellent. It's clear that a lot of effort was put into the event by everyone."

Q18.

#### Facilities & Equipment Rentals/Set-Up/Purchases

- If you require facilities or equipment rentals/set-ups/purchases, please indicate that need here.

N/A

Q19.

#### Printing & Photocopying

- Note printing and photocopying expenses

N/A

Q20.

Office Supplies

- Note office supply expenses

N/A

Q23. Food and Refreshment

(note what and how much or often is for training and/or programming)

- Please indicate why food is necessary in your proposal. If you are requesting food for multiple/different programs, please indicate how much or how often you'll be providing food at the given programs (i.e., three staff trainings and four large scale unique events).
- Review the food policy/food form for the University policies before asking for food. The Food Policy and Food Approval Form can be found in this link: <https://www.uwb.edu/finance/food-approvals>
- Understand that food for normal meetings is not allowed. Describe below the reason you are requesting food and how it meets the food policy. Please ensure that you are in compliance with applicable health and safety and per diem rates for meals. The per diem rates are available at the following link: <http://finance.uw.edu/travel/meals#perdiem>

N/A

Q25. Transportation and Travel

- Describe the type of travel you are requesting (i.e in-state/out of state, local travel, as well as type of transportation). Please note that flight bookings are done through the University. Please provide justification for out of state travel.
- Note: Include professional development related travel in the professional development category.

N/A

Q26.

Professional Development

(note items that are for certification, note if required for position)

■ Please describe the professional development opportunity. Please indicate the number of students, staff participating. Indicate if a professional development opportunity will result in a certification, and whether this certification is required for a job. This should include all costs associated with registration, air or ground travel, per diem, etc.

- Please ensure that you are in compliance with applicable per diem rates for meals and lodging. The rates are available at the following link: <http://www.gsa.gov/portal/content/104877>
- Note: Student travel arrangements are made through the University.

N/A

Q28.

Promotional Items

- Are you requesting funds for promotional items?
- Please note that promotional items are limited to a total value of \$800; see SAF bylaw 5.A.5 for more details: <https://www.uwb.edu/studentaffairs/safc/safbylaws>

N/A

Q29. Operations

- Please describe operational items. This includes telecommunications, business cards, computer purchases, equipment, new hire packages, digital resources, etc.
- Phone lines should be calculated at \$10 per line per month

N/A

Q30. Uniforms

- If requesting funds for uniforms, provide details on what the items are, who they will be used by, and for what purpose.

N/A

Q31. Other

- Are you requesting funds for any items that don't fall into the previous categories? Indicate them here.

N/A

Q32.

Total Amount (please note the total dollar value)

- Please list your total amount requested, please make sure all line items are on the spreadsheet. This total amount should match the total from the spreadsheet.

\$90,813

Q33.

Your application is not complete without a completed spreadsheet and may not be considered by the committee. All funding category line items and their dollar amount/cost should be listed in the spreadsheet.

Please download the

spreadsheet template at <https://www.uwb.edu/studentaffairs/safc/annual>. Complete the spreadsheet, save it with your proposal name and EMAIL to [safuwb@gmail.com](mailto:safuwb@gmail.com) by 5pm on January 7, 2020.