

# STUDENT SERVICES FEE (SSF)

2024-25

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

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## SECTION 1: DEPARTMENT SSF DATA

The following data was provided to COSAF from Budget & Intuitional Analysis and Student Affairs Divisional Resources

Student Services Fee Recipient: **Career Center**  
Department Contact: Marcie Kirk Holland  
Finance Contact: Michael Rogai  
Total 2024-25 SSF Projected Allocation: \$3,157,439  
Percent of Overall Budget Funded by SSF: 78%  
Approximate percent of the total 2024-25 SSF revenue: 7%

Expense	2023-24 SSF Actuals	2024-25 Projected SSF Allocation
Salaries/Benefits	\$2,703,569	\$3,157,439
Operational Costs	\$1,907	\$0
Other	\$0	\$0
<b>TOTAL</b>	<b>\$2,705,476</b>	<b>\$3,157,439</b>

Explanation if over a 10% differential between 2023-24 and 2024-25:

17%

5 Career Service Specialist 3 positions were reclassified to 4's. Currently we are looking into budget reductions which will eliminate one of the reclasses. The remaining 4 are in process but not final as of September. Other increases include vacant positions in 23-24 that are budgeted in 24-25 and annual merit increases.

## SECTION 2: DEPARTMENT RESPONSES

### 1. Please provide a general description of your department's function

#### **The UC Davis Career Center, connects Aggies to careers**

We are excited to share that on September 23, 2024 the Career Center (note new name!) launched a rebrand including new name and new website. Following nearly a year of research, rewriting, creating new content and resources, in collaboration with Student Affairs Marketing and Communication (SAMC) the Career Center has a new look. The name change from Internship and Career Center (ICC) to Career Center (no abbreviation!) is the result of focus groups with students. The consensus from the students in the focus groups was that internships are now considered to be an implied element of career services and did not need to be stated in the name of the organization. Additionally, focus group participants shared that the acronym ICC, though used broadly across campus, was effectively a coded term that only students who already knew about the ICC would recognize. For that reason, and in fulfillment to our commitment to being an inclusive and accessible organization, we will avoid using an abbreviation for our organization and refer to ourselves as the Career Center.

The name change and rebrand are demonstrations of the Career Center's flexibility and ability to be innovative as we provide comprehensive career and professional development services to guide students (undergraduate and advanced degree) and recent alumni in making informed career choices and connections. A centralized career

center, the UC Davis Career Center builds relationships with employers, facilitating their connections with students across disciplines in internships and career employment, while enhancing classroom knowledge and preparing students to be career ready. This includes helping to frame on-campus student jobs as career development. The COVID-19 pandemic accelerated the Career Center's goal to make services accessible 24/7. Since campus lifted COVID restrictions, the Career Center has successfully maintained the best of remote and in-person operations. The result is a truly hybrid unit in which students and employers have choices about how and where they engage with Career Center services. Offerings include remote/asynchronous resume and cover letter reviews, virtual and in-person workshops and employer information sessions. The [ICC YouTube channel](#) expanded significantly during the pandemic, has maintained its value, with some offerings being viewed tens of THOUSANDS of times. Our video on Artificial Intelligence in the job search process actually brought UC Davis nationwide attention and resulted [in a piece](#) in the Washington Post which promoted UCD as a leader in preparing students to manage new technologies.

We are thrilled with the engagement of students and employers at our career fairs, and will expand on the success later in this report. In keeping with the success and effectiveness of hybrid service delivery, we offer virtual career fairs to engage students in their student job, internship, or career job search before they start fall classes. By aligning with the recruitment calendar of campuses on the semester system, we enhance the competitiveness of UC Davis students. Well over 1,000 UCD students registered for the virtual fair on September 11, 2024. This type of flexibility and innovation are the key to our continued and future success in connecting students with careers.

Hybrid delivery also allows us to expand our reach to different employers. For decades we have reached out to the top consulting firms to recruit at UCD. With limited recruiting budgets and prioritized recruitment from campuses on their "preferred list" (mostly Ivy Leagues, Cal and UCLA), these efforts had limited success. This September we tried a new alternative, the Consulting Showcase. As a remote event we did not have to cover venue, parking, catering and associated costs and invited employers to attend free of charge. The event attracted 13 firms including; Deloitte, KPMG, McKinsey, AlphaSights and resulted in over 600 student-employer connections. The firms were very pleased with the event and student feedback was very positive. We are committed to offering this event annually as a way to expand our visibility with these firms. Historically when employers hire UC Davis Aggies they are so impressed that they include UCD on their preferred list for campus recruiting.

Regardless of how services are delivered, the Career Center seeks to make career and professional development a part of EVERY UC Davis student's experience. The Aggie Launch initiative which, as one of 10 Big Ideas was a priority of the comprehensive campaign which is a campus-wide vision to help UC Davis' ambitious goal of having EVERY UC Davis student engage in career preparation become a reality. Aggie Launch is also designed to address disparities in post-graduation outcomes. Sadly, too many students, especially those from marginalized backgrounds find themselves underemployed (in jobs that do not require a degree). Over the past several years over 200 faculty and staff participated in a collaborative learning and planning process known as the Aggie Launch Collective (ALC). The seven sub-groups that formed ALC developed key findings and recommendations for campus actions to contribute toward the goals of Aggie Launch. In August 2023 Provost Croughan charged Vice Chancellor of Student Affairs Pablo Reguerin and Vice Provost and Dean of Undergraduate Education Michael Bradford with implementing additional Aggie Launch recommendations. Since then, much of the work of Aggie Launch has been done by Career Center staff, paid by Student Services Fees. Examples include training for staff, student leaders and faculty called [Career Champions](#). This allows others on campus, specifically academic and program advisors and faculty to embed career development fundamentals and resources into their existing interactions with students, expanding the engagement beyond the reach of the career center alone which gets us closer to our goal of EVERY student engaging in career and professional development. Aggie Launch endeavors will leverage the annual support received from COSAF to serve students and close post-graduation equity gaps.

An important goal of Aggie Launch is to engage more students in experiential learning. The lack of paid opportunities in a number of sectors (non-profit, government, education, etc.) results in barriers to engagement for many students. The ICC played a critical role in conceptualizing, applying for, and implementing the [Sacramento Valley College Corps](#), an Americorps-affiliated program that provides up to

\$10,000/participant/academic year to engage in experiential learning that is in service to the community. College Corps is a classic win:win. Students gain career clarifying experience, build a professional network, develop skills and have the satisfaction of giving back to the community. Local community organizations and schools receive support to address some of California's most pressing needs: COVID-related K-12 learning loss, climate change and basic needs. The Career Center is proud to have been part of this program from its inception through its successful first phase. Phase two of College Corps funding will no longer be a consortium that includes other campuses and will be administered by Student Affairs Assessment. The Career Center will continue to collaborate and support College Corps.

The Experiential Learning Award (ELA) is another Career Center initiative designed to make unpaid internships and research opportunities, known to be valuable learning experiences, available to students who, without funding would not be able to afford to take the opportunities. During Summer 2024 funding (from donors) was given to 21 UCD students participating in unpaid experiences. The experiences ranged from health clinics in Sacramento, Viet Nam and elsewhere to a wide array of UCD research programs and a US Federal District Court. Students from marginalized communities tend to participate in experiential learning at lower rates. We are proud to share that participation in ELA was at least reflective of representation on campus. African American students represented nearly 10% of recipients (more than double the African American student population). The program was designed to be inclusive and about 10% of recipients were undocumented.

In summary, the Career Center strives to be innovative and flexible in its delivery of career services to ensure EVERY UC Davis student has the opportunity to realize their professional goals.

### **Career Mission Statement**

The UC Davis Career Center equips UC Davis Aggies with the professional knowledge, skills, and connections to thrive as they launch their career journeys.

### **Career Center Guiding Principles**

We provide services that equip students to develop skills, refine career goals, integrate classroom learning and develop networks in a professional work environment through internships and other opportunities.

We promote career and professional development as a central part of the UC Davis experience through coordinated services and effective partnerships with faculty, staff, employers, parents and alumni.

We uphold the Principles of Community to ensure engagement with our diverse campus, including those traditionally underrepresented. We recognize the financial challenges that many students face; we strive to facilitate funded internships, research opportunities and part time jobs both on and off campus.

We partner with employers to provide high quality opportunities for students to apply principles and theories learned in the classroom, demystify the job search process, explore careers and develop professional contacts.

We prepare students to successfully transition to satisfying careers in which the benefits of their UC Davis education enhance lifelong career experiences and contribute to society through their leadership in business, government and nonprofit sectors.

We utilize technology and innovation to serve and prepare the leaders of today and tomorrow. To achieve our goals, we routinely assess our services, use metric-based decision making, analyze labor market data, utilize technology, pursue staff training, share our accomplishments and encourage each other to grow

## **2. Please list the departmental program(s) and/or service(s) specifically funded by the Student Services Fee**

Student Service Fees are used to fund salaries at the Career Center and 19 of our 22 staff or 86% of the Career Center's career positions are made possible from Student Service Fee funding. Because so many Career Center staff are paid by this source, Student Service Fees fund the core of Career Center functions, including but not limited to:

### **Internships (Undergraduate and Graduate students)**

In-person internships and events continue to rebound following the pandemic. Some internship programs, especially the Health-Related Experiences (HRE) formerly known as Health-Related Internships (HRI), which pre-pandemic placed 800-900 students/quarter in hospital and clinical settings, have begun to rebound thanks to the vigilance of the Career Center team. HRE placements are up from zero during the pandemic to about 350/quarter, and growing.

Internships in K-12 education are also rebounding, thanks to the efforts of the Career Center Team. We have collaborated with School of Education (Education Minor), Department of Human Ecology (Human Development Major), and the CalTeach/MAST Program to develop internships in regional schools. We also developed a new process for engaging with schools/districts to post opportunities including at some new schools/communities like Sacramento/Natomas, etc.

For the sake of space, we are highlighting just two sectors, but there are internships available in virtually all fields. Unlike most campuses, the UC Davis Career Center structure engages our advisors with employers so that they remain aware of trends in their areas of specialization and have a network they can share with students.

### **Making experiential learning more accessible**

Despite the data that indicates the value of experiential learning, not all students can participate in internships, so we strive to bring experiential learning to all through innovative services.

Experiential Learning Award (ELA) – designed to provide funds so that students can afford to take non-paid internships over the summer.

River City Bank Academy – We were happy to continue to offer this program which returned to South Hall in Spring 2022, facilitated by professionals from the bank. Numerous participants have been offered internship and career employment as a result of engagement in this intensive training on finance and banking.

Ongoing effort to upgrade Student Employment jobs to internships by adding learning objectives and professional development. Additionally, we are in the process of creating more resources to support student staff supervisors with student staff professional development. This initiative is called Aggies@Work and a few pilot projects will be offered to departments in 2024-25.

The Career Center hires and trains as many as 40 peer advisors to work within the center each year, though peer advisors are not paid by student fees, their supervisors are. The student staff play a critical role in service delivery, including the creation of our robust videos and tutorials that continue to be popular. The Career Center is committed to providing professional development to our student staff. Our student staff supervisor program is so robust that campus departments at UCD and other UCs reach out for assistance to create programs that emulate our training and philosophy.

### **Connections with employers: Career Fairs, On-campus interviews and job postings**

The Career Center continues our campaign to have more students graduate with career jobs when they graduate. Research shows starting the career job search 9-12 months prior to graduation reduces the odds of graduates being underemployed. To facilitate this goal we offer numerous opportunities for students to engage with employers. As mentioned in section 1, we have added a career fair in September to align with employer application deadlines. Many firms make their offers for career positions by December, which means they are interviewing in August – late October. The virtual fair in September allows more UC Davis students to be considered. Additionally, we offer five large career fairs in the University Credit Union throughout the academic year. Each of these events serve 1,200-1,800 students by bringing about 350 company representatives from about

150 firms/fair to meet with Aggies about part-time jobs, internships and career positions. We also offer smaller fairs serving specific groups of students like a fair for advanced degree students and post-doctoral scholars. The event for advanced degree students is virtual so that we can draw employers from a broader geographic area looking for those with these highly specialized skill sets. We are excited to pilot the Social and Environmental Justice Career Fair, a partnership with the Cross Cultural Center in November 2024. Again, the Career Center strives to meet the needs of the many, unique groups across campus, within the budgets we have.

Handshake is the platform that serves as the backbone of many Career Center services. Thousands of internships and jobs are posted in the database at any given time. Because of our use of the Handshake platform, during the pandemic companies already using Handshake, like Goldman Sachs, began to recruit more broadly and connected with UC Davis. We have nurtured these relationships and maintain an expanded number and variety of opportunities for our students. Career Fairs, company information sessions, Career Center workshop scheduling, appointments with advisors, etc. are additional services administered on the Handshake platform.

Many organizations have resumed offering first round interviews at the Career Center via our on-campus recruiting program. The numbers are lower than pre-pandemic, but that trend was already anticipated.

### **Advising**

The Career Center offers individual advising in both in-person and virtual formats on topics including; career exploration, talking with loved ones about changes in career goals (especially pre-med, pre-vet and engineering majors), resume/cover letter review, searching for jobs/internships, preparing for interviews, salary negotiations etc. on a drop-in basis with peer advisors and by appointment with career staff. Advisors have expertise in disciplines aligned with the colleges, majors and professions.

### **Workshops**

Using student attendance as an indicator of demand, many of our services continue to be offered in hybrid formats. We find that virtual offerings of our workshops have had higher levels of attendance than when offered in-person. Pre-pandemic the Career Center offered over 50 standard, in-person workshops (resume, interview, etc.) quarterly. “Careers in...” panels are offered routinely, in partnership with departments and student clubs to expand student knowledge about their options. As services moved to remote format, emphasis shifted to 24/7 access (videos and recordings). The Career Center now has its own [YouTube](#) channel and features over 80 videos, some in Spanish and Chinese. In addition to these recordings, live virtual workshops remained popular and were well- attended. These offerings were recorded and made available on-line. We were shocked to find how popular some of these videos were! Some received over 30,000 views last academic year! The most popular topics were: Resume vs CV, Dress for Success, Transferable Skills, and Cover Letters.

Whether on-line or in-person the Career Center partners with departments and clubs to offer about 20 additional workshops/quarter, many in remote format. Topics are customized to departmental, student identity and other needs of the students we seek to engage.

HireMe Academy, the Career Center’s annual two-day seminar following June graduation to help recent grads launch their careers continues to be offered in remote format, which has increased attendance. Due to demand for “just in time” career job search support, a similar event, Jump Start Your Job Search, is now offered in December and March to help graduating seniors get a head start on their job search.

### **Courses and academic partnerships**

The Career Center has partnerships with each of the colleges. Here are noteworthy examples:

AMS 95 - Careers and Identity in American Culture (35-50 students/quarter) is offered in-person each quarter for undergraduates. AMS 295 is offered twice/year for advanced degree students and post-doctoral scholars in

cohorts of 25/session.

For over 12 years the Career Center has offered the Career Discovery Group (CDG) program, a partnership with CA&ES that increases 4-year graduation rate by 20%. About 400 first year students participate in this year-long, cohort program that helps students connect their coursework to career objectives.

Another example of a deep collaboration with a college is the BioLaunch program, a partnership with the College of Biological Sciences. This is a 4 year, discipline-based program to support CBS students in their career development. The initial cohort graduated in June 2024 and 85% were either enrolled in a graduate program or other continuing education, or had a job when they graduated. This is more than 20% higher than a cohort of similar students that did not participate in BioLaunch. The Career Center BioLaunch team administers funding for those unable to afford to do an unpaid internship. Though some of the funding for this initiative comes from the Koret Foundation, significant staff time, funded by COSAF, contributes to the success of the program. Student feedback continues to praise the environment and format of BioLaunch which fosters connections with classmates and instructors. This is in contrast to other courses which, because of their size, make it difficult for students to connect with each other.

A noteworthy partnership with the College of Engineering is the Career Center's engagement with the Senior Design Showcase. As part of ABET accreditation students are required to get feedback from industry representatives. The Career Center draws upon our vast networks to engage industry professionals in this important event.

## Partnerships

The Career Center routinely asks the question: Who are we NOT seeing and takes actions to reach those communities. The Center also engages extensively in partnerships to reach marginalized populations as individuals from those groups often use Career Center services at rates lower than represented on campus. An innovation we are implementing for 2024-25 is called "Resume Review with the Career Center". Based on the focus groups, the title requires no decoding to understand and access the service. This initiative replaces Resume Boost which has taken place in South Hall several days prior to career fairs. The new approach will take the same resume prep services to students, where they are. Teams from the Career Center (career staff and students staff) will be embedded in each of the colleges for several blocks of time. We will also embed Career Center teams in the Academic Retention Initiative and other student centers. We have gotten warm receptions to the idea from our campus partners and look forward to sharing the results of this innovation with COSAF next year. Other examples of partnerships include:

- Provide satellite advising in the Academic Retention Centers and designated appointments (virtual and in-person formats)
- Offer workshops and bring employers to campus in partnership with Center for Native American Student Success
- Partner on career and professional development programs such as Mi Futuro with Center for Chicanx/Latinx Academic Student Success
- Trainings for peer advisors in the Undocumented Student Center
- Career and Entrepreneurship Day – event with LGBTQIA
- Quarterly Shine While You Dine dinners with a different Academic Retention Initiative or group such as first gen scholars each academic quarter
- Collaborate with Student Veteran Center on advising and networking events
- Cal Aggie Alumni Association (CAAA) – encourage alumni to recruit Aggies through Aggies Hire Aggies portal
- Services for International Students and Scholars (SISS) – custom workshops and resources for international students. Tabling at Career Fairs to inform employers about how to hire international students/grads.
- Athletics – help athletes develop professional identity and transition after graduation

- through coursework and specialized career fair as well as general support of Aggie EVO program
- o Co-teach career course for English majors to address under employment of Liberal Arts majors.

### **Outreach**

The Career Center has continued an initiative to increase student engagement by “meeting students where they are”. Conducting resume writing, interviewing and job/internship workshops across campus including student housing, retention centers, a wide range of student club meetings and/or department events:

In September 2024 the Career Center launched a new program for 2,700 transfer students as part of Orientation called, Transfer Networking Time (TNT). This innovative approach was designed to demystify networking and provide transfer students tools to engage. The Career Center designed interactive, in-person workshops on networking and general career development to help combat the perception many transfer students hold – that they are behind. These seven events were well received and resulted in transfer students visiting South Hall.

“Tabling” and/or contributing to materials shared with students for a wide array of events to make students aware of Career Center services including: Decision Day, Cultural Week events and many more. In order to engage students early, the Career Center has tried to leverage events for first year students. In 2024 we increased the number of events held for transfer students. We used a bubble machine and fans to attract students at DavisFest, resulting in record numbers in the past several years.

### **3. Please provide information regarding the benefit to UC Davis students from the departmental program(s) or service(s) specifically funded by the Student Services Fee**

Though there are many contributing factors, it is noteworthy that in September 2024, UC Davis was ranked number three among public institutions for setting graduates up for financial success. The Career Center will humbly take some credit for this statistic. By extension, as the unit that funds the staff who perform the services, COSAF deserves to share the credit as well.

For the past several years, polls of incoming university students show that 80-90% of that population, nationwide are choosing to earn a degree for career-related reasons. The Career Center helps students launch careers through the services listed above. Though only required by a fraction of majors, about 70% of UC Davis students complete at least one internship, 15% higher than the national average.

Despite this reach, the Career Center constantly asks, “Who are we NOT serving?” and takes actions to serve those students. For example, to engage students from a range of intersectional identities, a few years ago, the Career Center began offering an event called, “Diversity, Belonging and Inclusion at Work” which connects students with employees from similar backgrounds and identities working for top companies like Apple, Nike, SMUD, Google, Facebook, Blue Cross, Gallo, numerous local, state and federal agencies and more.

With 44% of incoming students being the first in their families to attend college, integrating career readiness into EVERY student’s experience has never been more important. We see access to career and professional development as a social justice issue. The Career Center’s mission is to serve ALL UC Davis students. Here are some statistics on the benefits:

## Undergraduate Student Services

- Students who engage with the Career Center during their first year at UC Davis are three times more likely to have a career position or graduate/professional school acceptance within six months of graduation.
- Students who have completed at least one internship and have worked part time while enrolled are twice as likely to have a career position or graduate school acceptance at the time they complete their degree.
- Career Discovery Group (CDG) program participants are 20% more likely to complete their degree in four years compared to similar students.
- Students who are connected with internships to explore career options, build their professional network, and apply their academic coursework.
- The Career Center brings employers to students, increasing access, reducing stress and creating opportunities
- The Career Center provides 24/7 access to career and professional development content and tools
  - Website <https://careercenter.ucdavis.edu/>
  - Handshake: Database of active and open student jobs, internships and career positions
  - Careers and Majors Blog, <https://www.ucdavis.edu/majors/blog>
  - Online career exploration tools and resources
  - Career Resource Manuals (CRMs) <https://careercenter.ucdavis.edu/career-center-services/career-resource-manuals>
  - Prerecorded workshops and [YouTube](#) videos

## Graduate Student Services (includes campus graduate programs, School of Nursing, School of Education, School of Law, School of Veterinary Medicine, School of Medicine)

- The Career Center normalizes non-academic career paths through partnerships and programs such as GradPathways, Imagine PhD, FUTURE Program, Leaders for the Future, and others make the exploration of a wide variety of careers a more deliberate, positive, student-focused part of graduate education and the postdoctoral training experience.
  - The Career Center convenes gatherings of units on campus engaged in non-academic options for graduate students to foster collaboration. Activities include:
    - Internships to explore career options, build network and apply coursework/research
    - Assist with translation of academic skills to industry and policy environments
    - Research ICC conducted in collaboration with UCSF indicates internships for graduate students reduces “default post-docs” by about 40%
- The Career Center administers funding to graduate students to engage in internships.

Regardless of the student population, the Career Center strives to meet their needs so that they can find career satisfaction. So, we will close as we began this report: **The UC Davis Career Center, connects Aggies to careers.**