

Student Success & Pathway Navigation

Fall Newsletter

September 2024



As the fall term approaches, this newsletter aims to provide career specialists, advisors and counselors with the necessary tools and resources to integrate career exploration and employment opportunities into their advising sessions, ensuring students are well-prepared for their academic and professional futures this year.

Unlocking Student Success with Handshake

September 30th 12:00-1:30pm Free Virtual Webinar




Mark your calendars for the upcoming virtual free 90-minute webinar to discover how Handshake can transform career support for your students, faculty, and staff. The first half of the webinar will feature a live demo of Handshake, showcasing its powerful tools and features. In the second half, we'll hear from representatives of three colleges that are successfully using Handshake to drive student outcomes:

-  Los Rios Community College District and College of the Desert (CA)
-  Lorain County Community College (Ohio)
-  Snow College (Utah)

Don't miss this opportunity to learn from experts and see firsthand how Handshake can help your institution achieve its career development goals. [Register Here.](#)

Essential Competencies for Career Advising

To effectively integrate career exploration and employment opportunities into your advising sessions, consider developing the following competencies:

-  **Knowledge of labor market trends:** Stay updated on industry demands, emerging job roles, and regional employment projections.
-  **Assessment and advising skills:** Utilize various assessment tools to identify students' interests, values, and aptitudes, and provide personalized career guidance.
-  **Curriculum integration:** Collaborate with faculty to align academic programs with career pathways and industry needs.
-  **Employer engagement:** Foster relationships with employers to create internship, co-op, and job shadowing opportunities for students.

CONTACT INFORMATION

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Survey Brief: Career Services Management Tools

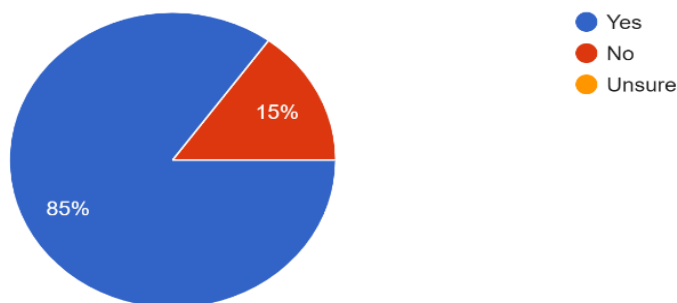
A recent survey conducted among 34 Community and Technical colleges in Washington state has shed light on the current landscape of career services management tools used by these institutions. The survey, aimed at understanding the tools employed and their effectiveness in serving students, gathered valuable insights from 20 respondents across multiple colleges, including three from one college. The survey, distributed via Google Docs to the Guided Pathways Listserv, Advising and Counseling Council (ACC), and student affairs assessment professionals in WA state, remained open for approximately 4 weeks in the summer 2024.

While the survey reached representatives at 34 colleges, challenges arose due to its late distribution in the academic year, potentially limiting outreach to all institutions. Despite these challenges, the survey provided valuable insights into the current state of career services management tools in Washington community and technical colleges.

The results indicated that 17/20 respondents indicated that their college utilizes a dedicated online platform to facilitate student career exploration, job search and employer engagement (see image below):

Does your college utilize a dedicated online platform to facilitate student career exploration, job search, and employer engagement? (ex, handshake, LinkedIn, WayUp, Chegg Internships...etc)

20 responses



Additionally, when asked to specify the name of the platform used, more respondents named Handshake as their career services management tool. Handshake is identified as a resourceful tool for college students to find jobs, explore career options, find jobs and internships for students and connect with employers. Other tools identified are listed below. When asked about challenges and opportunities, some respondents expressed concerns about student awareness and utilization of the tools. There is potential to enhance the use of career exploration features within the platforms. Integrating the tools with other campus systems could improve accessibility and streamline processes. The survey results will inform future initiatives and resource development to support work in career advising/counseling.

Specific Tools Impacts:

1. [Handshake](#): Widely used for finding student employment, particularly work-study positions.
2. [PathwayU](#): Integrated with Handshake to offer a comprehensive view of career pathways and job opportunities.
3. [WOIS \(career Planner CIS360\)](#): Required for career exploration assignments, providing a centralized platform for job boards and employer access.
4. [Simplicity](#): Used for job and internship postings at Colleges, but not actively utilized for career exploration.
5. [VitaNavis](#): A platform for self discovery, student engagement and lifelong exploration.

Research and Resources

[How Clear Is Their Path](#) - This Spring 2024 report from the Center for Community College Student Engagement ([CCCSE](#)), in partnership with Jobs for the Future ([JFF](#)), explores how prepared community college students are to meet their career goals. Key findings from the nationwide report include -

- 42 percent of students reported that their colleges taught them “very little” or “not at all” about in-demand jobs in their area and 46 percent of students reported their college informed them “very little” or “not at all” about average earnings in their chosen careers.
- Students who use career services multiple times and those who have completed 45 or more credits were more likely to say that they were more knowledgeable of career skills, local in-demand jobs, and future earning potential.

The [comprehensive resource guides](#) related to the report include questions for faculty, staff, and students related to experiences with guided career pathways.

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[Want job security in this uncertain market? A surprising trend is paying off](#) - CNN recently reported a growth in hiring rates for jobs requiring a professional/technical or associate's degree.

“From 2019 to 2024, hiring rates fell for workers in their 20s for roles that tend to require a bachelor’s degree, while hiring rates rose for roles requiring a vocational or associate’s degree, according to [data](#) from national payroll processing company ADP. And during that five-year span, enrollment in bachelor’s degree programs fell by 4%, while enrollment in vocational schools grew by 5%, according to data from the National Student Clearinghouse.”

While economic fluctuations can impact regional labor markets, the demand for a skilled workforce should continue to persist.

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Complete College America’s [College, On Purpose](#) summary provides resources and observations to assist colleges in implementing the Purpose First strategy to tie career choice, guided pathways, and first-year momentum efforts. Starting with the end in mind or assisting students in beginning college with a clear sense of purpose bridges a critical gap to ensure the investment in higher education pays a lifetime of personal and financial dividends.

“Uninformed decisions about a course of study can lead students to ‘spin their wheels,’ causing them to accumulate excess credits, extend their time to degree, or drop out altogether. For those who do complete, the additional time results in increased costs and makes it difficult for graduates to build a solid financial foundation early on. Underrepresented and less advantaged students are disproportionately affected by these challenges, diminishing critical efforts to close achievement gaps.”

Stay Connected

Assessment Planning with Student Affairs [October 1st 9:00am -10:30am]

Building on the success of our recent assessment series, "Developing an Assessment Cycle in Student Affairs," we invite you to join us for this virtual follow-up meeting. The purpose of this session is to help student affairs departments select a goal or outcome to assess for the upcoming year. Register [here](#).

Career and Employment Services Roundtable

Drop in for quarterly Zoom roundtables to network with other career professionals and to find out what community and technical colleges are doing related to Career and Employment Services and Guided Pathways. Look for a future calendar invitation to these opportunities to connect. Email [Christine McMullin](#) to suggest discussion topics or get added to the agenda.

Join the Career and Employment Services Listserv

Career and advising professionals from Washington State Community and Technical Colleges who are interested in discussing career and employment services topics are invited to [join the CESC Listserv](#).