**Continuous Improvement Plan**

**Date:** 12/3/2024 **Name of Program/Unit: Career Services**

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

***In the spirit of continuous improvement, the following plan is being submitted for the Career Services Year 4 service unit CIP. The software identified in the previous program review and Year 2 CIP was replaced.***

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| **A. Expected Outcome(s)**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) |  **B. Measure(s)**Instrument(s)/process(es) used to measure results(e.g. survey results, exam questions, etc.)Include Course Information and Semester in which assessment will occur | **C. Target(s)**Level of success expected(e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| The implementation of Handshake aims to enhance its usage among students and employers.(replaced Symplicity from Year 2 CIP) | Success will be measured through effective staff training and by monitoring the software usage across student, faculty, and employer target groups. | The level of success will be to achieve a 20% increase in utilization among the target groups. |
| Utilizing standardized report template for data collection. | The use of a standardized report template for data collection by each campus career center will demonstrate accuracy, measured by the timeliness of monthly report submissions and the consistency of data gathered through sign-in sheets and the Collin ID card swipe system. | The goal for reporting accuracy is 100% adherence to the standardized template and timely data submission by each campus. |
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**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**

The implementation of Handshake aims to enhance its usage among students and employers. |
| 1. **Measure (Outcome #1)**

Success will be measured through effective staff training and by monitoring the software usage across students and employers. | 1. **Target (Outcome #1)**

The level of success will be to achieve a 20% increase in utilization among the target groups. |
| 1. **Action Plan (Outcome #1)**
2. Train Career Center Mangers on Handshake
3. Promote to Collin College community and employers
4. Collect usage data from target groups
 |
| 1. **Results Summary (Outcome #1)**
2. Train Career Center managers on Handshake:
	1. In the 2022-2023 academic year, all career centers transitioned from Simplicity to Handshake. [Difference between Year 2 and Year 4 CIP]
	2. From late fall 2022 through spring 2023, career center managers underwent comprehensive training on all aspects of Handshake. This training has also been extended to all newly hired managers.
3. Promote to Collin College community and employers:
	1. Marketing efforts for Handshake began in fall 2022 and continued throughout the 2023-2024 academic year.
	2. The promotion of Handshake targeted key groups through a marketing plan approved by the Communications Department. This included direct emails, flyers, Cougar Vision, updates on the career center website, outreach to all Workforce departments, and scheduled presentations.
4. Collect usage data from target groups:
	1. Usage data was gathered monthly during the 2022-2023 and 2023-2024 academic years using both the department’s standardized data collection methods and reports generated within Handshake.
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| 1. **Findings (Outcome #1)**

The comparison of unique student logins between Simplicity and Handshake reveals a significant increase in usage. From the 2021-2022 academic year to the 2022-2023 academic year, there was an impressive 876% increase in unique student logins. For the 2022-2023 and 2023-2024 academic years, Handshake was used exclusively by the district’s career centers, showing a 24.7% increase in unique student logins year-over-year.* Average monthly unique student logins to Simplicity (2021-2022): 112
* Average monthly unique student logins to Handshake (2022-2023): 877
* Average monthly unique student logins to Handshake (2023-2024): 1,094

In addition to increased student engagement, there was a notable rise in job postings within Handshake compared to Simplicity over the past two academic years. Between AY 2021-2022 and AY 2022-2023 there was a 278.4% increase in employer job postings from Simplicity to Handshake. From AY 2022-2023 to AY 2023-2024 solely using Handshake there was a 57.4% increase year to year.* Average monthly total job postings in Simplicity (2021-2022): 1,370
* Average monthly total job postings in Handshake (2022-2023): 5,184
* Average monthly total job postings in Handshake (2023-2024): 8,161

As of November 2024, there are 8,488 active Collin College unique student accounts registered in Handshake, along with 18,399 approved employer connections within the system.There have been several significant milestones in Handshake usage over the past two academic years. In October 2022, Handshake was used to host Collin College’s first All Majors Virtual Career Fair. Additionally, SES leveraged Handshake’s “First Destination Survey” to collect post-graduation employment data from Collin College graduates. In recognition of these achievements, Collin College was honored with Handshake’s annual “Career Spark” award for excellence in *Reporting, Analytics, and First Destination Survey* use. |
| 1. **Implementation of Findings**

The data gathered clearly shows a transformative shift in both student and employer engagement with career services following the transition from Simplicity to Handshake. The significant increase in unique student accounts highlights a marked rise in student involvement with the department. Additionally, career services has experienced a growth in employer engagement and job postings over the past two years. This trend demonstrates Handshake’s effectiveness in attracting more employers and, in turn, creating more career opportunities for our students. These opportunities help students better align their academic experiences with potential career paths.Looking ahead, Career Services is committed to expanding Handshake’s user base and job postings even further in the coming years. This continued growth will provide more opportunities to support student success, strengthen relationships with employers, and solidify Collin College’s standing as a leader in career services. |

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| 1. **Outcome #2**

Utilizing standardized report template for data collection. |
| 1. **Measure (Outcome #2)**

The use of a standardized report template for data collection by each campus career center will show a level of accuracy as measured by timeliness of monthly reports and consistency of data collected through sign-in sheets and the Collin ID card swipe system. | 1. **Target (Outcome #2)**

The level of reporting accuracy will be 100% usage of the standardized template and timeliness of data submission by each campus. |
| 1. **Action Plan (Outcome #2)**
	1. Start using the standardized report template established in the 2021-2022 academic year.
	2. Submit monthly data by the 21st to be included in the District Student and Enrollment Services (SES) End-of-the-Month report.
 |
| 1. **Results Summary (Outcome #2)**
2. Start using the standardized report template established in the 2022-2023 academic year.
	1. The report template was created in Excel and uploaded to a shared OneDrive folder, with all career center managers granted full access and editing rights.
	2. After completing training and finalizing the data categories, the use of the report template began in May 2023.
	3. The template collects monthly data on an annual cycle, running from August to July.
3. Submit monthly data by the 20th of each month for inclusion in the District SES End-of-the-Month report.
	1. All career center managers consistently upload their campus data around the 20th of each month.
	2. The monthly data chart is then uploaded and incorporated into the end-of-month report for SES Leadership.
 |
| 1. **Findings (Outcome #1)**

The data collected from each campus career center during the 2022-2023 and 2023-2024 academic years has provided valuable insight into how campus resources and programming are utilized. This information has been instrumental in planning future campus and district events, which are promoted through each career center. Additionally, the data has been a key resource in preparing annual campus and SAFAC (Student Activity Fee) budget requests.There are some changes made to the career center locations, which are reflected in the monthly data reports.* No data was reported for the McKinney career center in September 2023 due to the resignation of the career center manager.
* Beginning in November 2023, the Courtyard career center was closed as part of a reorganization, and no data has been reported since.
* Starting in January 2024, no data has been reported for the Technical Campus since the career center manager was reassigned to the McKinney campus, and career center services were transferred to the departmental Workforce Coaches for their assigned programs.

Overall, the development and implementation of a standardized reporting system has yielded positive results, providing managers and SES Leadership with deeper insight into how career resources and services can best support our students. |
| 1. **Implementation of Findings**

The standardization of data gathering and reporting has been a successful initiative led by our campus career center managers. The current reporting structure and format will continue to be used and reviewed monthly, serving as a reliable tool for ongoing service improvement. |

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| **Handshake Active Student Accounts** |
| **Category of Student Accounts** | **Totals** |
| Community / Technical College | 55 |
| Graduate | 10 |
| Other | 31 |
| Alumni | 55 |
| None | 1,106 |
| Undergraduate | 7,231 |
| **Total Active Accounts:**  | **8,488** |

**Handshake Approved Employers - Categories**

|  |  |  |  |
| --- | --- | --- | --- |
| Accounting | 385 | Journalism, Media & Publishing | 149 |
| Advertising, PR & Marketing | 301 | K-12 Education | 1,050 |
| Aerospace | 92 | Landscaping | 21 |
| Agriculture | 98 | Legal & Law Enforcement | 319 |
| Animal & Wildlife | 55 | Library Services | 9 |
| Architecture and Planning | 79 | Management Consulting | 176 |
| Automotive | 149 | Manufacturing | 770 |
| Biotech & Life Sciences | 117 | Medical Devices | 82 |
| Civil Engineering | 219 | Movies, TV, Music, Gaming | 112 |
| Commercial Banking & Credit | 146 | Natural Resources | 52 |
| Computer Networking | 64 | NGO | 82 |
| Construction | 579 | Non-Profit - Other | 1,197 |
| CPG - Consumer Packaged Goods | 99 | Oil & Gas | 84 |
| Defense | 107 | Other Education | 508 |
| Design | 45 | Other Industries | 650 |
| Electronic & Computer Hardware | 211 | Performing and Fine Arts | 116 |
| Energy | 43 | Pharmaceuticals | 46 |
| Engineering & Construction | 166 | Politics | 61 |
| Environmental Services | 135 | Real Estate | 321 |
| Farming, Ranching and Fishing | 24 | Religious Work | 199 |
| Fashion | 104 | Research | 120 |
| Financial Services | 316 | Restaurants & Food Service | 161 |
| Food & Beverage | 296 | Retail Stores | 338 |
| Forestry | 14 | Sales & Marketing | 176 |
| Government - Consulting | 13 | Scientific and Technical Consulting | 180 |
| Government - Local, State & Federal | 845 | Social Assistance | 146 |
| Healthcare | 2,008 | Sports & Leisure | 317 |
| Higher Education | 314 | Staffing & Recruiting | 207 |
| Hotels & Accommodation | 108 | Summer Camps/Outdoor Recreation | 62 |
| Human Resources | 121 | Telecommunications | 214 |
| Information Technology | 307 | Tourism | 81 |
| Insurance | 346 | Transportation & Logistics | 300 |
| Interior Design | 49 | Tribal Government & Organization | 7 |
| International Affairs | 16 | Unnamed | 29 |
| Internet & Software | 1,421 | Utilities and Renewable Energy | 195 |
| Investment / Portfolio Management | 206 | Veterinary | 100 |
| Investment Banking | 47 | Wholesale Trade | 117 |
| **Total Number of Approved Employers:** | **18,399** |

**Year 2 - Continuous Improvement Plan**

**Date:** 3/1/23 **Name of Program/Unit: Career Services**

**Contact name:** Doug Willis **Contact email:** dwillis@collin.edu

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

|  |  |  |
| --- | --- | --- |
| **A. Expected Outcome(s)**Results expected in this unit(e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) |  **B. Measure(s)**Instrument(s)/process(es) used to measure results(e.g. survey results, exam questions, etc.)Include Course Information and Semester in which assessment will occur | **C. Target(s)**Level of success expected(e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| Increased usage of Symplicity**(Software discontinued in Spring 2023)** | Report of software usage | Increase of 5% over 2020 usage |
| Standardization of data collection | Card swipe system and sign-in sheets | Each Career Center will collect data using standard templates and monthly reports will be identical with categories reported. |
|  |  |  |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| --- |
| 1. **Outcome #1**

Increased usage of Symplicity |
| 1. **Measure (Outcome #1)**

Report of software usage | 1. **Target (Outcome #1)**

Increase of 5% over 2020 usage |
| 1. **Action Plan (Outcome #1)**
	1. Identify all functions within Symplicity
	2. Evaluate which features to operationalize
	3. Train staff on software
	4. Promote features to Collin College community
 |
| 1. **Results Summary (Outcome #1)**
	1. Identify all functions within Symplicity:
		1. District career center managers met during FY 2021 to complete a comprehensive review of Symplicity’s functionality to determine the best use for supporting our students.
		2. The following functionalities were identified as essential to supporting Collin students and employers:
			1. Job posting
			2. Employer relationship management
			3. Student relationship management
			4. User-friendly calendar of events
			5. Virtual career fair capabilities
			6. Appointment scheduling
			7. Mobile app options.
	2. Evaluate which features to operationalize:
		1. Upon review of Symplicity’s functional capabilities the career center managers determined it is primarily limited to job posting and employer relationship management.
		2. All other functionalities were very limited or non-existent.
	3. Train staff on software
		1. During the spring of 2022 all career center managers (several newly hired) were trained on the Symplicity capabilities dealing with job posting and employer relationship management.
	4. Promote features to Collin College community
		1. During the spring 2022 semester Symplicity was widely promoted to all students and employers through a Communications Department approved marketing plan using email. flyers, video displays (Cougar Vision) and career center websites.
 |
| 1. **Findings (Outcome #1)**

Charting of Symplicity use for FY2020 - FY2022 showed the following changes: FY 2020 to FY 2021 increase of 6.8% and FY 2021 to FY 2022 decrease of -19.65%. During the spring 2022 a District-wide career fair was held on the Plano Campus. While coordinating the student and employer registration it was noted that many of the employers were requesting registration through Handshake. It was later determined that Handshake is favored by employers and industry leaders over Symplicity due to its expanded capabilities and ease of use. We reported approximately 450 students and 130 employers (260 individual recruiters) in attendance for the fair. Collin College was also running a “pilot” program using Handshake through the FlexTech program on the Frisco Campus. The Symplicity software required employers to create a posting for each of their positions for each institution, while modern solutions only require one posting that can be distributed nationwide. |
| 1. **Implementation of Findings**

Based upon the decline in student usage and employer requests, a decision was made to expire the current Symplicity contract. The last recorded use of Symplicity was October 2022. Since this time all centers have transitioned to using Handshake. During the fall 2022 and spring 2023 all career center managers have trained on all aspects of Handshake. The spring 2023 District-Wide career fair will be run on the Handshake platform which should make registration, tracking, and employer/student follow-up a more positive and favorable event. The same marketing plan has been utilized since mid-fall 2022 to promote the switch to Handshake and data tracking began November 2022. (see attached usage chart) |

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| 1. **Outcome #2**

Standardization of data collection |
| 1. **Measure (Outcome #2)**

Card swipe system and sign-in sheets | 1. **Target (Outcome #2)**

Each Career Center will collect data using standard templates and monthly reports will be identical with categories reported. |
| 1. **Action Plan (Outcome #2)**

1. Develop monthly reporting template2. Define how data is collected and reported (include definition of terms – i.e. student visit)3. Train managers on how to submit reports |
| 1. **Results Summary (Outcome #2)**
2. Develop monthly reporting template
	1. A monthly reporting template (see attached) has been developed by managers and SES Leadership
3. Define how data is collected and reported (include definition of terms – i.e. student visit)
	1. During the past year there have been several career center staffing changed throughout the District due to matriculation of staff as well as opening on new campus centers or organizational restructuring.
	2. This data definition process is on-going as new team members are on-boarded and trained.
4. Train managers on how to submit reports
	1. Each month managers submit their campus center data using the approved report template for inclusion in the SES End-of-Month report. All mangers have been trained on completion of this report.
 |
| 1. **Findings (Outcome #1)**

With the on-boarding of new managers during the last year training on reporting as well as the uniformity of data is an on-going process. The monthly collection of data is becoming more consistent from all managers throughout the District. |
| 1. **Implementation of Findings**

Managers are working to have all aspects of data collection refined with a goal of improving the overall efficiency of data collection each month. |