

Student Employment and Cooperative Education Program Review 2007



**Portland Community College
Portland Oregon**



Far and away the best prize that life offers is the chance to work hard at work worth doing.

-- Theodore Roosevelt

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Student Employment and Cooperative Education Program Review 2007

“During the summer of 2006, the Cooperative Education Department helped me land an internship that proved to be the ultimate job networking contact that I needed to find a wonderful job upon graduation.” - From the 2007 Student Employment Services Survey

Introduction

At Portland Community College, the Student Employment and Cooperative Education offices have three major tasks. First, we assist students seeking employment while in school to pay for tuition, books and other costs. Second, we aid students and graduates of our career programs in finding part-time and full-time work related to their studies and training. Third, we help PCC students across all curricula find meaningful Cooperative Education (internship) experiences both to augment their studies and to explore career options. The Student Employment and Cooperative Education offices are located at three campuses (Cascade, Rock Creek, Sylvania), although our services are open to all PCC students and are available off-campus via various on-line tools. We also provide services to local employers seeking qualified workers or interns.

This document will review in detail the services provided by Student Employment and Cooperative Education to students, employers, faculty and staff, and assess the quality of those services. This review will cover the time period from Fall 2001 to Spring 2007.

Mission Statement

The Mission of Student Employment and Cooperative Education is to provide services and support to students and graduates as they take knowledge and skills from the classroom into the workplace.

Student Employment services assist students and graduates with developing job search competencies and tools to present themselves effectively as candidates for employment. Students are able to obtain information on employment opportunities and prospective employers, and connect with employers through campus interviews, job listings, referrals, direct application, networking, publications, information technology, and job fairs.

Cooperative Education is experiential learning created from a partnership between the college, a student and a work site. Students have the opportunity to apply classroom theory, to add to the skills learned in class, and to broaden their knowledge and understanding of both career and work place realities. Students earn academic credit for their practical experience. A work site supervisor and a

Cooperative Education Specialist or Instructor supervise and evaluate in order to support the student to achieve goals and encourage in-depth reflection on progress.

Service Standards

In 2000, the Student Employment and Cooperative Education staff and our deans developed a set of district-wide Service Standards, in accordance with guidelines from the Council for the Advancement of Standards in Higher Education (CAS). In 2007, as part of this review, we revisited these Standards given our current organization and staffing, and the current needs of our communities. Student Employment and Cooperative Education adheres to the following standards:

- 1) Staff will provide primary links between students and employers through job postings, on-campus recruiting, referrals, correspondence, personal contacts, use of publications and reference directories, and job fairs.
- 2) Staff will provide students with job search instruction through seminars, classroom presentations, credit courses, and/or individualized consultation, and educate students about the lifelong process of employment/job search readiness.
- 3) Staff will provide access to job search tools/equipment such as telephones, computers, printers, fax machines, internet access, and job search guides (hand-outs and/or web-based).
- 4) Staff will promote the employability of Certificate and Associate Degree students and graduates to employers and to current and prospective students, and develop employment and Cooperative Education opportunities as needed.
- 5) Staff will disseminate information on the availability and use of employment services and Cooperative Education to students, faculty, counseling and advising staff, professional employers, and community groups.
- 6) Staff will identify and register students and graduates from certificate and associate degree programs who wish to use employment and Cooperative Education services, and obtain information concerning their skills, abilities, qualifications, and availability in order to facilitate their employment.
- 7) Staff will collect and maintain records and credentials on candidates. Staff will conduct follow-up studies of career and technical education students who use employment services, including earner information, and disseminate this information to appropriate segments of the college and employer communities, as resources are available.
- 8) Staff will provide an effective link between instructional programs and employers.
- 9) Cooperative Education specialists will provide adequate site support, and opportunities for participants to define learning objectives and to reflect on

the learning and developmental aspects of their experience, or assist faculty who are carrying out these functions.

To aid the reader in understanding how the Student Employment and Cooperative Education departments address these standards, this report will provide background information on our organization, highlight recent accomplishments by staff across the district, and summarize research and analysis concerning services offered at PCC. Finally, we will present recommendations based on our findings.

Student Spotlight: Michael Ohanesian



Michael Ohanesian enrolled in the Welding Program at PCC's Rock Creek Campus in the Spring of 2006. At that time, his long term career goal was to become a welder in all the processes of welding, and to obtain a good job to support his family. He began his Cooperative Education experience during Winter Term 2007 when he was hired as a welder for Delta Drywall Construction and then was asked to remain and work full-time.

Michael feels that having the opportunity of work experience assisted him in learning his trade and furthering his long term career goal. He is now a foreman running the Welding Department of Delta Drywall Construction and supervising exterior framing crews. Michael was hired at \$15.00 per hour and is currently making \$20.00 per hour. In addition, his supervisor at the job site encouraged him to further his education and trade skills. Michael plans on completing his Welding certificate and AS degree.

Background

Services

PCC offers a variety of career and employment services to students and graduates, including job postings at our Student Employment Offices and on-line, recruitment events including Career Fairs and employer visitations, workshops, and staff specialists available for job search and resume assistance.

Additionally, the Student Employment and Cooperative Education staff provides support for Cooperative Education programs throughout the college, as well as outreach and marketing to employers.

Job and Cooperative Education opportunities and referrals are available to students and graduates in a variety of ways. Opportunities are posted in our Student Employment and Cooperative Education offices and on bulletin boards throughout the Cascade, Rock Creek and Sylvania campuses. Many of these same opportunities are available on-line through Career Connections, our web-

based job referral system. We offer targeted e-mail or listserv referral services for qualified students/graduates in some career areas. Specialists often partner with faculty to broadcast opportunities to targeted programs or students.

Job fairs and on-campus recruiting are available at the Cascade, Rock Creek and Sylvania campuses. We have offered a variety of recruiting events including the Cascade Career and Job Fair, the Cooperative Education/Internship Fair, Rock Creek Career and Technical Opportunities Day, the Medical & Dental Employer Showcase, and others. Additionally, we coordinate individual employer recruiting visitations throughout the year. Specialists also assist career technical programs at their respective campuses with targeted job fairs and other recruiting activities. (See Appendix A-1 for complete list of events for '06-'07.)

Classes and workshops are offered throughout the district on resumes and other job search methods, labor markets and career exploration. These classes are offered for credit (e.g., CG 209 Job Finding Skills) and non-credit (e.g., "How to Use the Career Center"; "Resume Tune-up"; "Conducting Informational Interviews"). We have developed extensive on-line materials for students to use either self-paced or as part of a formal class (e.g., Employment Quest). Additionally, specialists serve as guest speakers in both career technical and transfer courses on topics related to career exploration, job markets and job search. (See Appendix A-2 for complete list of workshops.)

Individualized assistance and coaching is available at each of the campuses with specialists assigned to specific career fields and programs. Specialists work individually with students/graduates to find employment or internship opportunities, and to develop job search materials such as resumes, cover letter, portfolios, etc. Again, these services may be offered in person or on-line. (See Appendix A-3 for a list of specialists and program assignments.)

Cooperative Education site support, including site visits, coordination and archiving of Training Agreements and Learning Objectives paperwork, and other support functions, are available at the request of PCC's academic and career technical programs. Specialists may also teach a Cooperative Education seminar concurrent with the Cooperative Education work experience.

Outreach to employers for job and Cooperative Education opportunities is carried out by the specialists "as needed". As more students/graduates contact us for openings or as job markets "tighten", specialists increase and expand job and site development activities, usually targeting specific career areas. In this function, we partner with the Center for Business and Industry, Work Source Centers, trade associations and PCC academic and career technical programs.

Other services to PCC students, faculty and staff include acting as a job market resource with immediate feedback on employer needs, advising SACCs and others on "real world" demands for skills and abilities, assisting academic and

career and technical education programs with advising relating to Cooperative Education, and fostering relationships between employers and PCC.

"I appreciate getting job listings, even as an alumni. I applied to one of the jobs I received in an e-mail, and it turns out to have been the best career move I could have possibly made!" – From the 2007 Student Employment Services Survey

Organization

The Student Employment and Cooperative Education departments are part of the Student Development Division of each campus, reporting directly to the Dean of Student Development or to the Associate Dean of Student Development*.

Cascade Campus

The Student Employment and Cooperative Education department at the Cascade Campus is integrated into the Career Resource Center and is comprised of a Coordinator (0.8 FTE), an Associate Coordinator (0.75 FTE), a Perkins-funded Specialist (0.5 FTE) and a full-time administrative assistant. An additional part-time casual position is used to coordinate Career Connections jobs postings. (This position is funded jointly by all three campuses.).

Rock Creek Campus

The Student Employment and Cooperative Education department at the Rock Creek Campus consists of two full-time Specialists (one partially Perkins-funded at 0.20 FTE) and a Perkins-funded Specialist (0.47 FTE).

Sylvania Campus

The Student Employment and Cooperative Education Department at the Sylvania Campus is comprised of a full-time Coordinator, a full-time Specialist, a Perkins-funded Specialist (0.80 FTE) and a full-time administrative assistant. *An additional full-time Specialist is funded by and reports directly to the Business, Computer Technologies and Real Estate Division.

Instruction

Student Employment and Cooperative Education coordinators and specialists at all campuses currently teach as faculty through the Counseling and Guidance (CG) curriculum.

In the past, specialists have served as instructors for Cooperative Education courses across the curriculum. For example, until summer of 2007, specialists served as instructors for most Cooperative Education courses at the Rock Creek

campus. However, currently academic and CTE departments have responsibility to provide their own faculty for sections of Cooperative Education. In some cases, programs have opted not to offer Cooperative Education at one or more campuses rather than do this. In other cases, curriculum areas have approved Cooperative Education specialists as qualified under their hiring guidelines to teach Cooperative Education courses.

Employer Spotlight: UPS



UPS has been a strong supporter of PCC and our students, recruiting for part-time jobs at campuses across the district. Last year, UPS hired 92 students to work in locations at Swan Island, Tualatin and Vancouver. Currently, UPS has more than 150 employees who take classes at PCC. The company offers benefits including tuition reimbursement for students. UPS has also provided support through the PCC Foundation for scholarships and program development. UPS recruits directly at the Cascade, Rock Creek, South East Center,

and Sylvania campuses; posts job opportunities through Career Connections; and supports and attends job fairs throughout the year. Pictured is Heather Snider, a transfer student hired as a part-time package handler at UPS while attending PCC.

Staff

The current Student Employment and Cooperative Education staff brings a wide range of experience and expertise to PCC. Altogether, the ten specialists/coordinators have over 100 years of combined experience in employment services. Additionally, the staff has direct experience in teaching, program management and social work in the public sector, as well as management, communications and training in the private sector. Our staff holds advanced degrees in Education, Business, Public Administration, Social Work and Languages. The specialists are active in 20 different professional organizations, as well as serving on many PCC committees. Specialists also teach across curriculum at PCC including Business, Counseling and Guidance, and Writing courses, as well as Cooperative Education courses. (See Appendix B-1 for staff profiles.)

Accomplishments

The PCC Student Employment and Cooperative Education departments have achieved a number of accomplishments in recent years.

Sustained Job and Cooperative Education Opportunities

Perhaps our most significant accomplishment has been our ability to maintain a large number of employment and Cooperative Education opportunities for students over time. Currently, we have over 4500 employers in our database, employers who have posted part-time jobs, full-time jobs and/or Cooperative Education openings for PCC students and graduates. Much of this employer base was sustained, and even grew, during the slowing economy of the early 2000's. Through outreach to industry and good marketing of our strong academic and professional/technical programs to employers, we have continuously offered students and graduates open positions. Additionally, employers have continued to recruit on-campus and through job fairs during this period and to the present.

Distance Delivery Via Technology

A major focus in recent years has been offering and improving Student Employment and Cooperative Education services to our students and graduates via distance delivery. We have developed multiple methods to provide our services using new technologies, including:

- **Career Connections.** This web-based job referral system allows us to post jobs on-line for browsing and searching, as well as to deliver job referrals via e-mail. This package, purchased from eCampus Recruiter, has been customized to meet the needs of the college and our students and graduates. Students unable to access jobs on campus can use this tool to find current openings. (See <http://www.pcc.edu/resources/careers/students-grads/career-connections.html>)
- **PCC Website.** We have developed a full service web site that includes descriptions of our services, contact information by program as well as communications links, downloadable Cooperative Education forms, links to Career Connections, and samples of resumes, cover letters and other job search guides and materials. (See <http://www.pcc.edu/resources/careers/>)
- **MyPCC.** We now have direct links to our on-line services and directory information on various MyPCC tabs. Additionally, we utilize MyPCC tools to publicize on-campus recruiting, job fairs and other events to PCC students, faculty and staff.

- **Employment Quest.** This teaching tool includes self-paced instruction customized to individual career and technical education programs. Through Employment Quest, we give career and technical education students job search training and samples specific to their career fields. These materials are updated regularly to meet changing industry needs and standards. (See <http://spot.pcc.edu/jobs/quest/eqda.htm> for a sample.)
- **CG 209 Job Finding Skills.** This credit class is offered both live and on-line using “Blackboard” tools supported by PCC’s Distance Education program.
- **E-mail and Listservs.** Specialists maintain direct contact with students and graduates electronically to deliver job referrals, to request and send resumes and other application materials, and to communicate special announcements.

Cooperative Education Faculty Handbook

In an effort to promote consistency in how Cooperative Education was administered across the district, the Student Employment and Cooperative Education department developed the Cooperative Education Faculty Handbook (2004). This document provides definitions of Cooperative Education components, guidelines for instructors (as well as students and employers), instructions on proper use of Cooperative Education forms, and sample curricula. The handbook is available electronically via the PCC website in PDF format. Additionally, hard copies were made available to individual departments. Student Employment and Cooperative Education staff periodically updates this document. (See <http://www.pcc.edu/resources/careers/co-op/documents/coop-handbook.pdf>)

Student Spotlight: Diana Becker



*Through PCC Sylvania's Cooperative Education program, **Diana Becker** had the opportunity of interning at KATU News and KPTV News, both in Portland, Oregon. She later completed an internship with KEYT News in Santa Barbara, California. During her time at all three stations, Diana assisted producers and reporters in writing scripts, editing footage, and covering local news events. Her time spent interning not only provided her with a solid foundation for news writing, but also for her academic work. In 2007, she was awarded the KATU Thomas R. Dargan Scholarship. Diana transferred from PCC to the University of Oregon and plans on graduating in fall of 2008 with double majors in History and International Studies with minors in Journalism, and Russian and Eastern European studies. This spring, she was hired as news writer at KEZI News in Eugene, Oregon.*

Research and Analysis

Data Collection Methods

For the purposes of this review, Student Employment and Cooperative Education considered three measures of success: adherence to Service Standards, Cooperative Education enrollment, and levels of student satisfaction measured via surveys.

Service Standards

To demonstrate that Service Standards were met, data was collected from a number of sources including self-reports from specialists at the Cascade, Rock Creek and Sylvania campuses, information tracked by Career Connections, and published and posted documents. Additionally, staff collected sample data during Spring Term 2007 to determine a reasonable estimate of numbers served. During this time period, each campus tracked the following numbers: a) Student contacts (total); b) Students served (unduplicated); c) Employers served; d) Jobs/Cooperative Education positions posted; e) Classroom contacts. (See Appendix B-2 for spring term sample data.)

Cooperative Education Enrollment

Student Employment and Cooperative Education staff requested Cooperative Education enrollment information from Institutional Effectiveness. This provided both FTE and headcount of enrollment in all Cooperative Education courses across the district. Institutional Effectiveness also broke down this enrollment by campus and program.

Satisfaction Surveys

This report will consider two surveys of satisfaction with our services: the **Noel-Levitz Climate Survey (2007)** and a self-administered **Student Employment Services Survey (2007)**.

The **Noel-Levitz Survey** was administered district wide to a random sample of classes on all campuses. The survey included two questions relevant to our program: “9. Internships or practical experiences are provided in my degree/certificate program.” and “30. The career services office provides students with help they need to get a job.” This survey measured both importance and satisfaction of the respondent.

The **Student Employment Services Survey** was targeted to students or graduates who were actively using our services. We utilized Survey Monkey in

order to have a secure and anonymous survey tool. An announcement was posted on Career Connections and e-mailed to students using our services, inviting them to participate in a survey. Links were provided in Career Connections for students to access the tool.

The Student Employment Services Survey asked respondents to rate their level of satisfaction on a five-point scale for Student Employment and for Cooperative Education. (This survey was based on questions used in PCC's Student Opinion Survey 1996-2004.) The survey also tracked which services (Job Search Assistance, Cooperative Education/Internships, Job Fairs/On-campus Recruiting, Job Referrals) they used. Additionally, the survey asked for comments.

Employer Spotlight: OHSU



PCC's Computer Technology Division partnered with OHSU on the Center for Health and Healing Building Activation Project at their new waterfront site. The Cooperative Education/Internship opportunity was listed on the Computer Technology List Service. Eighteen students applied to assist with the deployment of 1100 computers; 12 students were offered positions and 8 were hired. The User/Desk Top Support Interns worked between the OHSU campus & waterfront campus, with many trips on the new Tram connecting the two campuses. At the end of the project, two students were hired into the IT department. OHSU expressed thanks for "... a great job getting us qualified people."

Findings

Service Standards

Overall, we are meeting the service standards for Student Employment and Cooperative Education, as demonstrated in the summary below.

- 1) Staff will provide primary links between students and employers through job postings, on-campus recruiting, referrals, correspondence, personal contacts, use of publications and reference directories, and job fairs.**

We met this standard with strong results. In 2007, we worked with 4553 companies district wide and processed 4575 job or Cooperative Education announcements. Many of these announcements represented multiple openings. We had 255 on-campus visitations by individual employers recruiting for open positions. We coordinated four separate job fairs in 2007 with over 200 employers participating. During Spring of 2007, we served 1314 unduplicated students in our offices across the district. Additionally, there are currently 2626 students and graduates registered in

Career Connections. Student Employment and Cooperative Education staff continue outreach to employers for targeted job and Cooperative Education site development.

- 2) Staff will provide students with job search instruction through seminars, classroom presentations, credit courses, and/or individualized consultation, and educate students about the lifelong process of employment/job search readiness.**

Currently, Student Employment and Cooperative Education specialists teach CG 140 Career Development, CG 209 Job Finding Skills, and CG 280 Career Exploration Cooperative Education each term. Additional relevant courses taught include BA 205 Business Communications, CG 130 Today's Careers, and WR 105 Writing for Scholarships. Non-credit workshops offered include "How to Use the Career Center"; "How to Use Career Connections"; "Resume and Cover Letter Preparation"; "Job Applications"; "Conducting Informational Interviews"; "Interview Skills"; "Resume Tune-up" and "The Labor Market". Additionally, staff provides embedded training in classes across the curriculum at PCC. During Spring 2007, 755 students received embedded classroom training. Through these classes employers have also been involved in conducting "real life" mock interviews for students in several career and technical education programs. We offer a number of on-line instructional materials through our web site and through Employment Quest. Again, these materials may be used self-paced or integrated into class curriculum. Finally, specialists meet individually with students and graduates to provide customized, one-on-one job search assistance.

- 3) Staff will provide access to job search tools/equipment such as telephones, computers, printers, fax machines, internet access, and job search guides (hand-outs and/or web-based)**

All Student Employment and Cooperative Education offices provide job search tools and equipment. Staff is available to assist students using computers, printers and FAX to develop job search materials and submit them to employers. Jobs are posted in our offices and on-line through Career Connections. Each office has a small library of job search materials, handouts and access to on-line materials. Phones and Internet access are available for job search purposes.

- 4) Staff will promote the employability of certificate and associate degree students and graduates to employers and to current and prospective students, and develop employment and Cooperative Education opportunities as needed.**

We meet this standard in two ways. First, specialists are responsible for

active outreach to employers in their assigned industry areas. In this outreach, we “recruit recruiters” for specific program areas and for specific recruiting events. This active promotion involves cold calls, one-on-one meetings, presentations, e-communications and distribution of college materials. Again, these activities serve specific academic and professional/technical programs as needed, based on the needs of students and employers. Secondly, we have developed guidelines and procedures for employers wanting to recruit at PCC. These materials are available in print and on-line. Staff may simply provide this information to employers wanting to post directly, or may use these materials as they work closely to provide personalized service. (See <http://www.pcc.edu/resources/careers/employer-services/>)

5) Staff will disseminate information on the availability and use of employment services and Cooperative Education to students, faculty, counseling and advising staff, professional employers, and community groups.

Student Employment and Cooperative Education staff actively market our services internally in a number of ways. We utilize printed materials such as posters, flyers and brochures (See Appendix B-3). We have a strong on-line presence (see <http://www.pcc.edu/resources/careers/>) with web links from MyPCC and various instructor/staff pages. Additionally, we use MyPCC to disseminate news and announcements about special events (such as job fairs) and Cooperative Education opportunities. Specialists also connect to students through classroom presentations (See Standard 2.) We participate in Advisory Committees and Subject Area Curriculum Committees. We present at meetings and conferences both internally and externally. Staff host and promote events to the PCC community such as job fairs and open houses.

6) Staff will identify and register students and graduates from certificate and associate degree programs who wish to use employment and Cooperative Education services, and obtain information concerning their skills, abilities, qualifications, and availability in order to facilitate their employment.

Student Employment and Cooperative Education Specialists collect and maintain students and graduate records such as resumes, consent to release information forms and on-line account information for Career Connections. We currently have 2626 students/graduates registered into Career Connections. Additionally, specialists maintain records of students/graduates they work with individually. These records include contact information, degree sought/attained, major, and other personal information relevant to employment.

- 7) Staff will collect and maintain records and credentials on candidates. Staff will conduct follow-up studies of career and technical education students who use employment services, including earner information, and disseminate this information to appropriate segments of the college and employer communities, as resources are available.**

At this time, Student Employment and Cooperative Education offices carry out follow-up for candidates sporadically and at the request of individual departments. Institutional Effectiveness does provide Graduate Follow-up for degree recipients and career and technical education students. However, these studies may not focus specifically on information relevant to our services. Student Employment and Cooperative Education does track information relating to jobs including wages and requirements, and does distribute this information to departments when requested.

- 8) Staff will provide an effective link between instructional programs and employers.**

We have provided letters of support from various departments and divisions we serve. (See Appendix B-4.) Student Employment and Cooperative Education has not conducted any survey of faculty or employer satisfaction recently.

- 9) Cooperative Education specialists will provide adequate site support, and opportunities for participants to define learning objectives and to reflect on the learning and developmental aspects of their experience, or assist faculty who are carrying out these functions.**

Cooperative Education specialists have worked hard to develop and maintain Cooperative Education resources that meet state guidelines while serving the PCC community. Our departments provide and update Training Agreements and Learning Objectives forms, a Student Cooperative Education Handbook, a Cooperative Education Faculty Handbook and Employer Evaluations. (See Appendix B-5.) We also assist students and faculty as they develop learning objectives and assignments for student reflection. (See Appendix B-6.) Finally, as agreed upon formally by the college, specialists perform site development and site visits for Cooperative Education experiences, ensuring quality learning experiences for our students. Where appropriate, such as CG 280A, specialists also function as instructor to determine and assess learning outcomes.

Cooperative Education Enrollment

In 2006-2007, Cooperative Education enrollments generated 262.1 FTE (excluding apprenticeships and CEU) with an unduplicated headcount of 1010 students. However, this is a decrease of 5.9% FTE from the previous year. In fact, Cooperative Education enrollment has been steadily decreasing over the past several years, with more significant drops than overall enrollment. (See Table 1 and Table 2 below.)

Table 1. Enrollment: Unduplicated Count of Number of Students

Number of Students (Note: Each student counted only once)	2004-05	2005-06	2006-07
All Co-op Courses	1,140	1,112	1,010
All Credit Students	42,659	40,917	41,008
Career/Tech/Professional Students*	22,630	22,250	21,836
Lower Division Transfer Students	31,841	31,520	31,795
Annual Percent Change in the Number of Students	03-04 to 04-05	04-05 to 05-06	05-06 to 06-07
All Co-op Courses	-1.9%	-2.5%	-9.2%
All Credit Students	-0.7%	-4.1%	0.2%
Career/Tech/Professional Students*	0.4%	0.4%	-1.9%
Lower Division Transfer Students	-0.2%	-1.0%	0.9%

Table 2. Enrollment: Full-Time Equivalent (FTE) of Students

FTE Count of Students	2004-05	2005-06	2006-07
All Co-op Courses	277.3	278.4	262.1
All Credit Students	19,056.2	18,661.2	18,747.3
Career/Tech/Professional Students*	7,084.4	6,951.5	6,924.5
Lower Division Transfer Students	10,629.2	10,689.1	10,936.3
Annual Percent Change in the FTE Count of Students	03-04 to 04-05	04-05 to 05-06	05-06 to 06-07
All Co-op Courses	-9.1%	0.4%	-5.9%
All Credit Students	-1.6%	-2.1%	0.5%
Career/Tech/Professional Students*	-2.6%	-1.9%	-0.4%
Lower Division Transfer Students	-0.6%	0.6%	2.3%

(A breakdown of FTE and headcount by program are provided in Appendix C-1.)

Satisfaction Surveys

Noel-Levitz Climate Survey

The results for the Noel-Levitz Survey were as follows:

9. Internships or practical experiences are provided in my degree/certificate program.

Importance = 5.73 Satisfaction = 4.57 Gap = 1.16 Result = No significant gap

30. The career services office provides students with help they need to get a job.

Importance = 5.64 Satisfaction = 4.68 Gap = 0.96 Result = No significant gap

(For full Noel-Levitz report, contact Institutional Effectiveness.)

While there were no significant gaps in these result scores, we were disappointed in the reported levels of satisfaction. In both questions, the satisfaction level was slightly above “Neutral”.

However, a close reading of the questions may provide a clue as to these results. Question 9 references experiences provided “in my degree/certificate program”, and not necessarily through the Cooperative Education office. Some degree/certificate programs do “place” students in work experiences directly. Question 30 references help with job search from the “career services office”. At Sylvania, the Student Employment Office is not in the career resource center. At Southeast Center, there is no career resources center. Therefore, students may or may not have been evaluating our services (and may or may not have used our services).

These concerns were brought up to deans after the 2005 Noel-Levitz Survey was administered. Unfortunately, the Noel-Levitz Survey does not allow for much customization. Therefore, the Student Employment and Cooperative Education staff decided to directly survey students using our services to assess levels of satisfaction.

Student Employment Services Survey

This survey was administered the first two weeks of June of 2007. A total of 282 students participated in the survey. The majority of respondents reported being Satisfied or Very Satisfied with both Student Employment Services and Cooperative Education. (See Table 3 below.)

Table 3. Student Employment Services Survey Results

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Student Employment Services	33.8%	35%	24.2%	4.2%	2.7%
Cooperative Education	32.5%	28.8%	30%	5.8%	2.9%

Over 60% of respondents used our Job Referral and Job Search Assistance services. Nearly 45% of respondents used our Cooperative Education services. The majority of comments were also positive. (See Appendix C-2 for complete survey results.)

Student Spotlight: Berenia Ramirez



Berenia Ramirez immigrated to the US from Mexico where she was a Certified Medical Assistant. She began to take English classes at PCC, while she worked in low-level jobs at McDonalds and Cintas. Berenia knew she wanted to work in the healthcare industry again and began to take her pre-requisites for a nursing degree. As a part of her plan, Berenia decided to get her CNA from PCC. She came to Cascade Campus

Career Services for help on her resume and applying on line at major hospitals. While attending the 10th annual PCC Cascade Job Fair, Berenia made contact with the hospitals that were there and was especially interested in Legacy Health Systems. She was referred to the CNA hiring manager for Legacy and was offered a job. Since then, Berenia has been accepted into Linfield's Nursing program and received a Ford scholarship.

Conclusions

Based on our own data collected on numbers served and satisfaction rates, we do not see the need for any major change in our services. We are addressing all service standards. However, we do see some areas of improvement to address.

- 1) **Improve data gathering and follow-up.** A continuing challenge for us is the need to gather and provide information on the successes of our students and graduates using our services. While Institutional Effectiveness does some follow-up, this does not target our service population specifically. Therefore, Student Employment and Cooperative Education should explore more formal methods of gathering candidate information after hire. Additionally, we need to utilize more formal methods of assessing our links with instructional programs and employers. For both these endeavors, we will work with Institutional Effectiveness and

Technical Solutions Services to ensure reliability and appropriateness of this follow-up. Through these efforts, we hope to standardize data collection and analysis methods across the district.

- 2) **Increase internal marketing, especially of Cooperative Education.** As noted, our relatively “flat” satisfaction rate reported in the Noel-Levitz Survey is not reflected in our own survey of students using our services. This leads us to believe that increased marketing to students is needed so those wanting and needing our services get those services. We are confident in our ability to provide effective and quality services to students who come to us. Also, decreasing Cooperative Education enrollment supports this focus on increased internal marketing to students. We have Cooperative Education opportunities available, and we have curriculum available. But students need to know about these options to take advantage of them. Therefore, Student Employment and Cooperative Education should develop and carry out a focused marketing campaign aimed at increasing student awareness (and faculty and staff awareness) of our services and opportunities.
- 3) **Continue to monitor the job market and workforce needs of our community.** In order to serve our students and graduates, we need to be responsive to workplace needs and opportunities for work-based learning experiences. While we have been successful at meeting the needs of our community in recent years, we may have additional pressures brought upon us by changes in economic activity and in the needs of the local population. Currently, the state is making changes to the employment services offered to the public. This happens at a time when Oregon is facing slowing in construction and manufacturing. Additionally, PCC plans to develop the SE Center to meet the growing needs of students in this part of our district. In response to these and other factors, Student Employment and Cooperative Education may be asked to increase the scope of our services. This would require both flexibility in organization and additional resources and staff to ensure that PCC students and graduates receive the services they need and deserve.

We are confident that as a team we can address these concerns and improve the quality of our services while maintaining the customization and flexibility that our students, faculty and employers have come to expect. We look forward to the future as we help PCC students and graduates find meaningful Cooperative Education experiences and employment.

“I think this is a very good way for the student to get hands on experience to enter the job market. I could not be where I am today without Co-op. I will appreciate what this program has done for me and my family for the rest of my life.” – From the 2007 Student Employment Services Survey

Appendices . . .



Student
Employment

Cooperative
Education

Appendix A-1

Events for '06 - '07



Appendix A-1 Events for '06-'07

Fairs and Recruitments

22nd Annual Community Service Fair – Sylvania, Fall 2006 – Representatives from 42 local community service organizations provided information to students about opportunities to use for cooperative education and/or service learning sites.

Medical/Dental Showcase – Sylvania, Spring 2007 – 20 dental, medical and assisted living/skilled nursing employers, along with local nursing programs, attended. Approximately 200 students and outside guests participated.

10th Annual Cascade Job Fair – Cascade, Spring 2007 – Included 2 keynote presentations by Author & Public Broadcasting Host Marty Nemko, PhD entitled “Cool Careers and How to Get One”. Cascade set a record with 99 employers at this event. 1900 attendees participated in the job fair.

1st Annual Co-op/Internship Fair – Sylvania, Fall 2007 – 17 local employers, government agencies and non-profit organizations attended and talked to students about cooperative education/internship opportunities across various fields. About 170 – 200 students participated.

2nd Annual Sylvania Seasonal Jobs Showcase – Sylvania, Fall & Spring terms – Local employers hiring for seasonal jobs (holiday and summer) recruit students and collect applications. 21 employers and approximately 150 students attended the 2007 holiday event. The 1st summer event is planned for spring 2008.

Employer Recruitments on Campus – Averaged 16-19 per month employers recruiting (many regularly) on the campuses throughout the past year. (See sample calendars for Spring 2007 in this section.) Employers included: UPS, FedEx, US Army, US Marines, US Navy, US Airforce, US Coast Guard, US Border Patrol, Wells Fargo, Union Pacific, Platt Electric, Aerotek, US Forest Service, Mt. Hood National Forest, Portland Parks & Recreation, Starbucks, Target, Vector Marketing, Laidlaw Bus Services, Today's Staffing, Express Personnel, Kelly Services, Mad Science, Avon, OSPIRG, Campaign to Save the Environment, Best Buy, City Center Parking, Sinai Family Home Services.

Microsoft – Computer Gaming Careers – Microsoft used the release date for Halo3 to promote opportunities within their organization. They had game players and recruitment set up online.

Recruiting Events – Participation in the following: Aviation Career Day, Building Construction High School Day, Building Construction Meet Your Future Day,

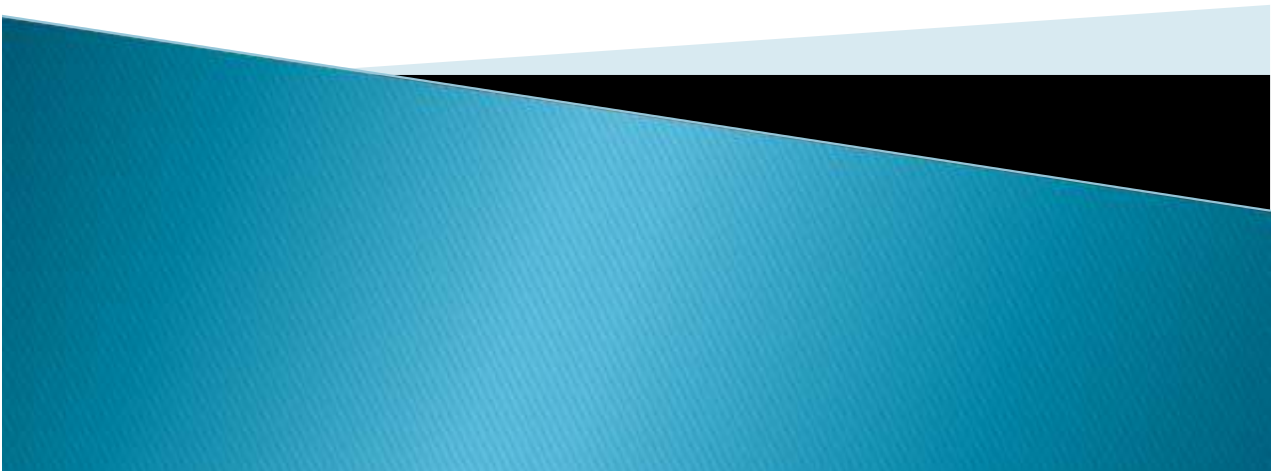
Diesel Day & Diesel Jr/Sr Day, Fitness Technology Internship Fair, Math & Manufacturing, Microelectronics events, Science & Technology Career Day.

Other Events

- “Job News You Can Use” – This panel discussion focused on labor market trends and had representatives from media, the trades, emergency management and the medical field. It was offered to faculty and staff and one instructor brought their class. The event was well attended with over 30 attendees. The previous year’s brownbag series was less well attended. With the success of this year’s panel, the department will continue to offer this event and promote it to the whole campus community.
- “How to Get a Job in Computer Graphics” – This event is sponsored by Cascade SIGGRAPH and PCC’s MultiMedia department. This is the second year and the department has participated both years. The event was well attended and included a presentation by Pamela Kleibrink Thompson, Career Coach and Recruiter, discussing résumés and demo reels.
- Participation in PCC Law Library set-up and attendance at opening.
- Career Services Open House – Rock Creek Campus Career Services, comprised of Student Employment and Cooperative Education, Counseling, and the Career Resource Center, hosted a Career Services Open House in October.

Appendix A-2

Workshops/Classroom Presentations



Appendix A-2 Workshops/Classroom Presentations

Non-credit Instruction

Resume Workshops: Advanced Drafting, ASPCC, Auto Collision Repair, Business Administration, Civil/Mechanical Engineering Technology, Dental Assisting, Dental Hygiene, Dental Lab Technology, Diesel Service Technology, Early Education & Family Studies, Free Resume Tune-up, Interior Design, Medical Assisting, Medical Laboratory Technology, Microelectronics Technology, New Directions, Ophthalmic Medical Technician, Radiology, Sign Language Interpreting, Veterinary Technology.

Interviewing Skills Workshops: Advanced Drafting, ASPCC, Auto Collision Repair, Business Administration, Civil/Mechanical Engineering Technology, Dental Assisting, Dental Hygiene, Dental Lab Technology, Diesel Service Technology, Early Education & Family Studies, Interior Design, Microelectronics Technology, Ophthalmic Medical Technician, Radiology.

Mock Interviews: Auto Collision Repair, Diesel Service Technology, Criminal Justice, Electronic Engineering Technology Seminar, Emergency TeleCommunicator 9-1-1 Training Program, Fire Protection Technology, ROOTS Program.

Special Presentations (Career & Co-op Info): Career and Life Planning, PCC Fitness Technology Fair, PCC/WOU Sign Language/Interpreter Career Fair, Women in Engineering Luncheon.

Resume Review: Staff reviewed resumes for the following classes: Alcohol and Drug Counseling, Auto Collision Repair, Career Help and College Success, Diesel Service Technology, Electronic Engineering Technology, Medical Assisting, Medical Laboratory Technology, Ophthalmic Medical Technician, Radiography.

Credit Instruction

Cooperative Education Courses – (for sample syllabi refer to Appendix B-6)

- Currently Taught by Specialists: AB 280A, CG 280A & B, LAT 280A, WLD 280A, WR 280

- Previously Taught by Specialists: AB 280A, AM 280A, BA 280A & B, BCT 280A, B & C, CAS/OS 280F & G, EET 280A, GE 280A, LAT 280A, B & C, LAT 280C, PSY 280A, SOC 280A, VT 280A, B & C, WLD 280A

Job Finding Skills (CG 209) – (for sample syllabi refer to Appendix B-6)

Appendix A-3

Employment Specialists and Program Assistants



Appendix A-3 Employment Specialists & Program Assignments

CASCADE CAMPUS - Student Employment/ Cooperative Education

Office: SSB 104

Hours: Monday through Thursday, 8 am-6 pm; Friday, 8 am-5 pm

Phone: 503-978-5600

Program

Contact

Becky Washington

- Apprenticeship and Trades
- CG – Career Development Co-op
- Library-Media Assistant
- Multimedia
- Paralegal
- Professional Music
- Transfer Programs

Tanya Maldonado

- Alcohol & Drug Counseling
- Criminal Justice
- Health Information Management
- Instructional Assisting
- Medical Assisting
- Medical Laboratory Technology
- Ophthalmic Medical Technician

DeAnne Hardy

- Accounting
 - Business Administration
 - Computer Application Systems and Office Systems
 - Emergency Medical Services
 - Emergency Telecommunicator (911)
 - Fire Science
 - Transfer Programs
-

ROCK CREEK - Student Employment/ Cooperative Education

Office: Bldg. 9, Rm. 108

Hours: Monday through Thursday, 8 am-6 pm; Friday, 8 am-4 pm

Phone: 503-614-7325

Program

Contact

Donna Drayer

- Accounting
- Business Administration
- Computer Applications and Office Systems
- Microelectronics Technology

Tamara Williams

- Auto Collision - Paint
- Auto Collision - Repair
- Aviation Maintenance Technology
- Career Exploration
- Transfer Programs
- Veterinary Technology
- Welding

Nancy Pitzer

- Building Construction Management
- Building Construction Technology
- Design/Build Remodeling
- Diesel Service Technology
- Landscape Design
- Landscaping Technology

SYLVANIA - Student Employment/ Cooperative Education

Office: CC 221

Hours: Monday through Thursday, 8 am-6 pm; Friday, 8 am-5 pm

Phone: 503-977-4710

Program

Contact

Glenna Barrick-Harwood

- Accounting
- Biology
- Early Education and Family Studies
- Gerontology
- Management
- Marketing
- Real Estate
- Social Sciences

George Knox

- Automotive Service Technology
- Career Exploration
- Engineering and Engineering Technologies
- Fitness Technology
- High School Completion
- Interpreter Training,
- Manufacturing Technologies
- Writing

Kathleen Kuba

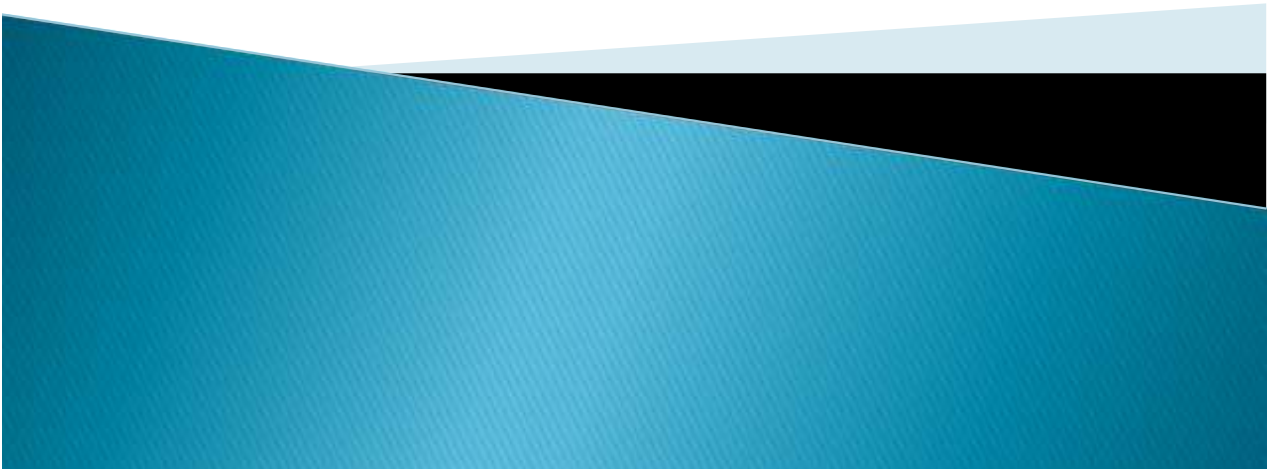
- Architecture
- Building Inspection
- Dental Assisting
- Dental Hygiene
- Dental Lab Technology
- Drafting Technology
- Graphic Design
- Industrial Video Production
- Interior Design
- Nursing
- Publishing Technology
- Radiography
- Video Production Internship

Gary Coleman

- Computer Applications/Office Systems
 - Web Certificate
- Computer Information Systems
- Computer Science

Appendix B-1

Employment Specialist Profiles



Appendix B-1 Employment Specialist Profiles

Glenna Barrick-Harwood

MS in Adult Education – Policy, Foundations and Administration,
Portland State University

BA in English, University of Oregon

AA in Mental Health, Mt. Hood Community College

Related Experience – 12 years experience in the area of employment, training, and career development services, 7 of which include employment and cooperative education instruction at PCC; over 10 years case management experience in various social service agencies

Professional Development – Career Development Facilitator Certificate (University of Oregon); Training Certificate and Management of Training Certificate (Portland State University); Learning Styles Leadership Certification Institute (St. John’s University); MBTI certification; various certificates from Summer Institute for Intercultural Communication; Learning Style presentations at New Faculty Institutes, Part-Time Faculty Inservices, and Teaching Learning Centers

Professional Associations – NACE, CEIA, WECO, AAWCC.

Committees – Learning Style committee; Fashion Design Advisory Committees; various hiring committees

Gary Coleman

BA in Social Welfare, California State University, Sacramento

Related Experience – 20 years in workforce development in education and non-profits; 4 years personnel management in public sector; 25 years training and management in private sector

Professional Development – MBTI Certification; Post-graduate courses in Effective Case Management, Communication, Time Management Skills; Career Information Systems Certification; Multicultural & Diversity Training

Professional Associations – NCDA, OETA, NAWDP

Donna Drayer

BS in Education, Portland State University

Related Experience -17 years experience in the area of employment services, 7 of those years include Cooperative Education instruction at Portland Community College; 3 years of program development and program management at the Business Education Compact

Professional Development – MBTI certification; Graduate level career development coursework; Career Services Institute

Professional Associations – NACE, CEIA, NCEEA, WECO

Committees – Member of the Microelectronics, CIS, CAS/OS, Biotechnology, Building Construction, EET Advisory Committees; PCC hiring committee; Peace Studies Program Development committee

DeAnne Hardy

BA in Interdisciplinary Studies: Sociology, Humanities & Communications, Marylhurst University

Related Experience - 10 years in workforce development

Professional Development – Certificates from Summer Institute for Intercultural Communications in the following: Facilitating Intercultural Discussion, Making Organizations Intercultural, Training for Intercultural Translation, Communication Patterns of Mexican-Americans and Mexican Immigrants; Advisor to PCC Latino Leadership Club

Professional Associations – NACE, CEIA, WECO, AAWCC

Committees – CAS/OS Advisory Committee; Planning group for Oregon Leadership Institute at Cascade Campus

George Knox

MA in English, Portland State University

BA in Psychology, Oregon State University

Related Experience – 22 years in Cooperative Education/Student Employment at college level; 18 years teaching college-level business, career development and writing courses; 5+ years workforce training in industry; 5+ years in marketing communication/web development

Professional Associations - CEIA, NCEEA, WECO, NACE, ACA, HTML Writers Guild

Professional Development – WECO Board Member; US Dept. Education Grant Reader (3 years); Contributor, Quality Enhancing Practices in Distance Education: Student Services, Volume 2 (ITC, 2001); NCEEA Conference Committee; WECO Conference Committee

Committees – Oregon Cooperative Work Experience Directors Group, MyPCC/Student Portal Committee; Sylvania 1st Term Retention Committee; CG and Writing SACCs; Automotive Service and Machine Technology Advisory committees; various hiring committees

Kathleen Kuba

MBA, Portland State University

Certificate, Teaching English as a Second Language, Portland State University

BA, Communications and Journalism, Lewis and Clark College

Related Experience – Over 7 years experience in workforce development; 5 years in program development and management; 2 years

teaching at the post-secondary level, 12 years project management in Information Technology

Professional Development – Workshops in Job Development, Leadership, Supervisory Skills, Intercultural Conflict Management, Appreciative Interventions, Difficult Conversations; NCWE conference, Career Pathways Academy; Presenter at ORTESOL conferences

Professional Associations – NACE, CEIA, NCWE, AAWCC, AAUW, TESOL

Committees – Career Pathways: PCC and state groups, Distance Learning Advisory Council, CG SACC; various PCC hiring committees.

Tanya Maldonado

MA in Counselor Education, San Jose State University

BA in Psychology, University of California – Santa Cruz

Related Experience – 20 years in non-profit and higher education; 2 years in program administration and instruction; 5 years in social services and mental health

Professional Development - MPACE Conference; Alcohol & Drug Practicum; Perkins Best Practices – Case Management In-Service; Eating Disorders Certificate, Lewis & Clark

Professional Associations – NACE, CEIA, NCDA, MPACE

Nancy Pitzer

B.A in Social & Behavioral Studies, George Fox University

Related Experience - 21 years of experience in the areas of employment services in both private and public sectors including PCC, Riverside County Office of Education, American Institute of Banking, Bank of America, and Security Pacific Bank

Professional Development - MBTI, Summer Institute for Intercultural Communication, CSSA Summer Institute; Certified AchieveGlobal Facilitator

Professional Associations - NACE, CEIA, NCEEA, WECO, AAWCC

Committees - Oregon Cooperative Work Experience Directors Group, Building Construction, Landscape, and Diesel Technology Advisory Committees, and various hiring committees

Becky Washington

MPA, Portland State University

BA in Psychology, Portland State University

AS in Psychology, Portland Community College

Related Experience – 11 years with PCC in Workforce Development, instruction and program coordination; 2 years as a Certified Professional Resume Writer

Professional Development - Career Coaching with Dick Bolles, Warren Farrell and Marty Nemko, StrengthsFinder Training at the AAWCC Summer Institute; CSSA Summer Institute; eCampusRecruiter Annual Conference

Professional Associations – NACE, CEIA, WECO, NCDA, NCEEA, CSSA, AAWCC, Cascade SIGGRAPH, PARW, Say Hey NW Committees - Oregon Cooperative Work Experience Directors Group

Tamara Williams

MS in Education – Policy, Foundations and Administration, Portland State University

BS in Psychology, University of Utah

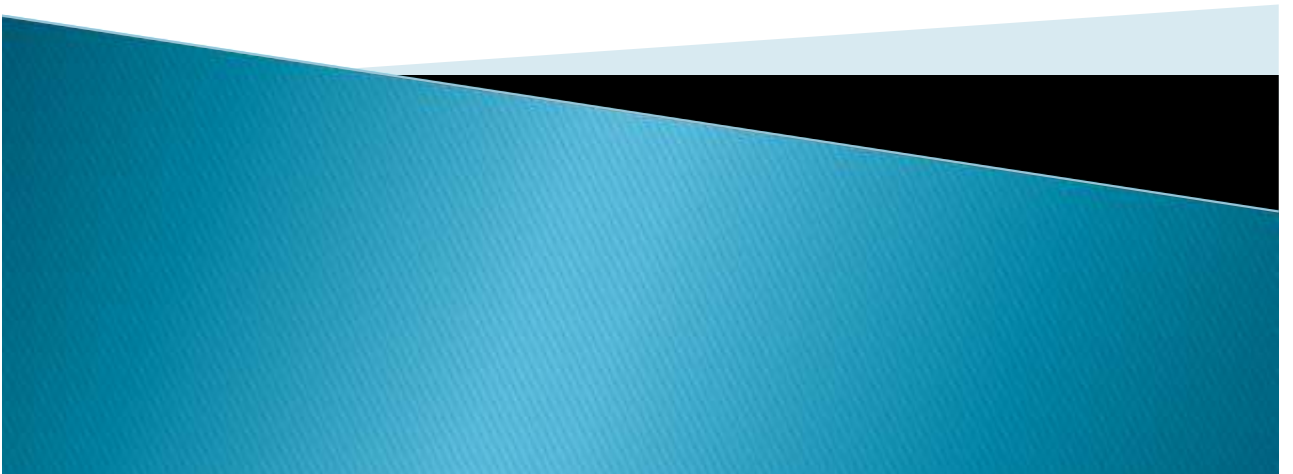
Related Experience - 7 years experience in the area of employment services, 6 at PCC and 1 at Job Corps

Professional Development – MBTI, Summer Immersion Program at the Instituto Cultural Oaxaca, Multicultural & Diversity Training, OLAPC Advanced Resume Workshop, Students in Service - a Campus Compact Americorps Program, eCampusRecruiter

Professional Associations – NACE, CEIA, NCEEA, WECO, AAWCC
Committees – Statewide Cooperative Work Experience Directors Group, Auto Body, Aviation Maintenance and Welding Technology Advisory Committees; PCC hiring committee

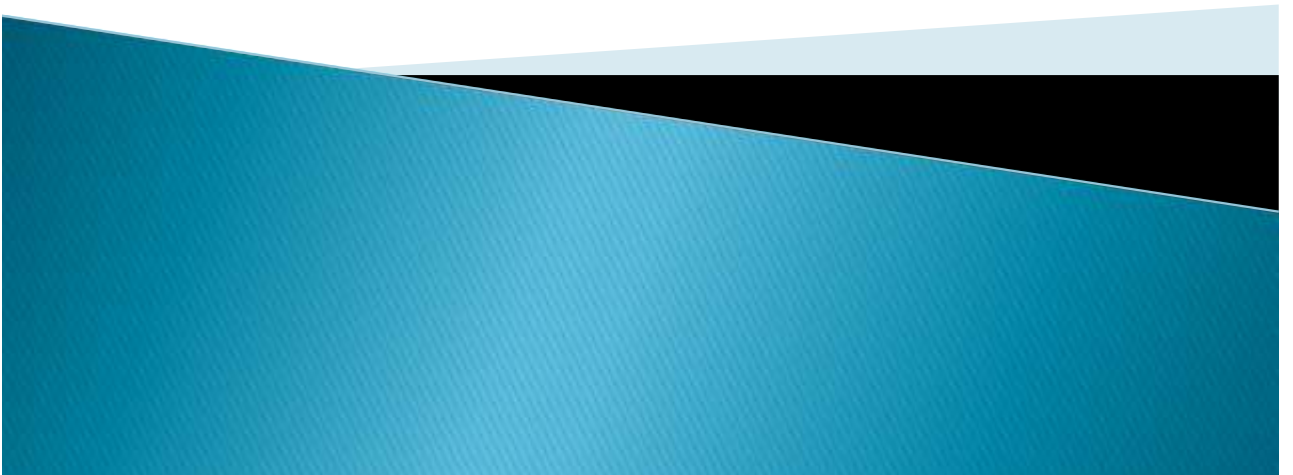
Appendix B-2

Spring Term Sample Data



Appendix B-3

Flyers and Handouts



Appendix B-3 Flyers and Handouts

- **Services Applications/Releases**

- **Services Information Sheets**

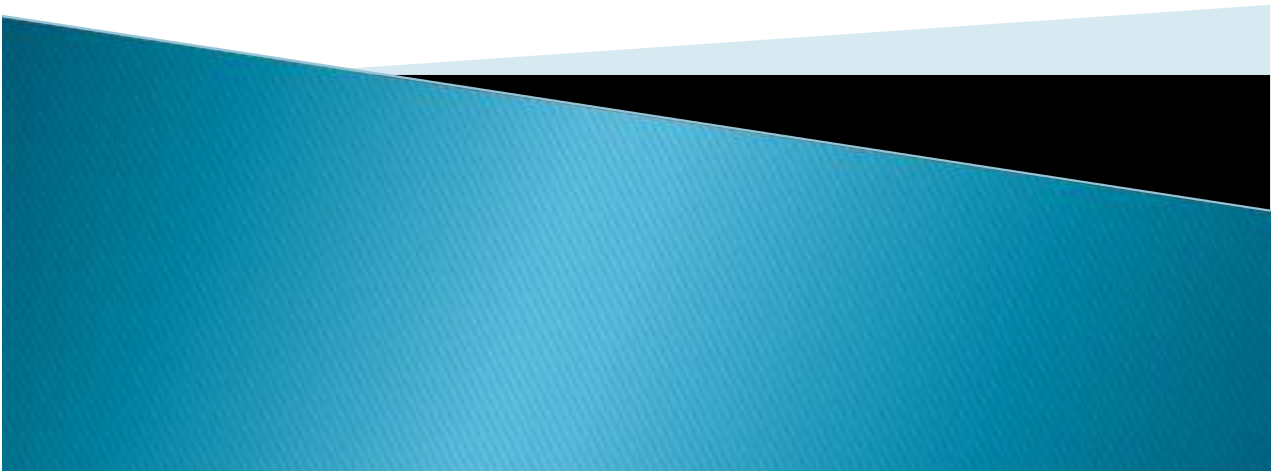
- **Career Connections**

- **Job Search Handouts**
 - **Resumes**
 - **Cover Letters**
 - **Interviewing (Job and Information)**

- **General Resources for Students**

Appendix B-4

Selected Letters of Support from
Instructional Programs



Appendix B-5

Cooperative Education Documents



Appendix B-5 Cooperative Education Documents

- **Cooperative Education Student Handbook**
- **Training Agreement**
- **Learning Objectives**
- **Employer Evaluation**
- **Cooperative Education Faculty Handbook**
- **Cooperative Education Guidebook for Clinical Supervisors**
- **Workers Compensation Report**

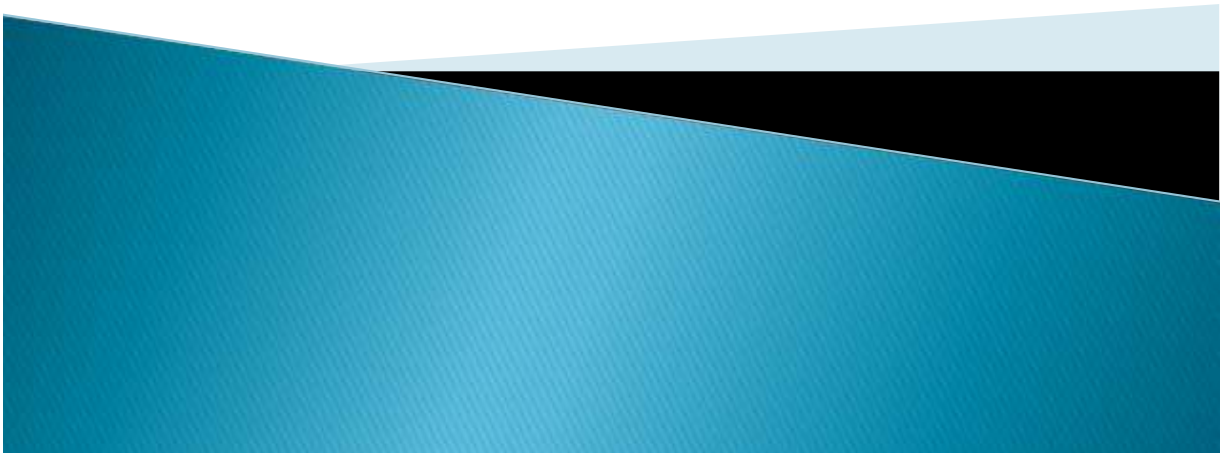
Appendix B-6

Sample Cooperative Education Syllabi, Learning Objectives and Assignments



Appendix C-1

Cooperative Education FTE and Headcount by Program



Appendix C-2

Student Employment Services Survey Results

