

To: UA Parents and Family Association
From: Marie Rozenblit, Director, UA Career Services
Date: April 2, 2009

Grant Proposal For: Career Development Certificate Program

Thank you for the opportunity to apply to the UA Parents and Family Association for a grant to support our ongoing efforts on behalf of University of Arizona students. Parents and family are vital to the success of our students and we appreciate all your support through the years.

The following is our contact and account information:

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We invite you to visit our Web Site which has received national recognition for student service at: www.career.arizona.edu. If you need clarification or have any questions, please feel free to contact me. Once again, thank you for this opportunity.



**UA PARENTS AND FAMILY ASSOCIATION
GRANT PROPOSAL
April, 2009**

DEPARTMENTAL OVERVIEW

The mission of UA Career Services is, *“through partnerships with academic units, employers and the Career Services office, The University of Arizona assures that all students are provided the opportunity to realize their career potential.”* Our goal is to serve all students at the University of Arizona to ensure that they are prepared for the world of work. UA Career Services has championed a model of intrusive career counseling that partners with the colleges to make career planning and effective decision-making an integral part of the student’s academic program. We offer a variety of programs designed to assist students to develop and implement career plans, obtain part-time work while enrolled in school, gain career-related experience prior to graduation and professional employment after graduation. We work closely with local and national employers to provide students with these employment opportunities. In addition, we assist students interested in pursuing a graduate/professional degree.

Services offered include:

- Career and job search counseling, career information, interest inventories and career planning workshops.
- Assistance with securing part-time jobs while attending the UA, internships/career-related experiences and full-time post graduation employment.
- Workshops on resume writing, interviewing, job search strategies and applying to graduate school.
- Career/Job/Graduate School fairs, campus interviewing and resume referral programs featuring local and national employers.
- Technology: An extensive website with career and job search tools and employer links.

ABSTRACT/SUMMARY OF GRANT PROPOSAL

UA Career Services was able to offer a **Career Development Certificate (CDC)** program to students through a generous grant provided by the Parents and Family Association. We received the funding in November 2008 and the program was implemented in January of 2009. In this short period of time, we already have over 250 students registered for the program. The CDC program has been presented to the advising community at the UA. The response has been extremely favorable with tremendous interest in customizing the program for specific student populations across campus. There has been particular interest in using the CDC in career-related courses that are taught within the various colleges as well for the New Start program (a college retention summer program). We will also market it as a college specific career planning tool. We believe that this coupled with our campus-wide marketing efforts will significantly increase the number of students participating in the program.

It was our hope that we would be able to garner support from our corporate partners in order to sustain the program, but due to the current severe economic conditions both nationally and at the UA, we have been unable to accomplish this. Although we are aware that the Parents and Family Association normally does not provide funding for multiple years, we feel that the present circumstances would warrant a possible exception. The funding we received in November helped establish the infrastructure of the program and it would be unfortunate to eliminate the program just as it is gaining momentum. This request seeks funding for a portion of the previously funded proposal in the amount of \$9,585 to cover marketing of the program and the software, E-Portfolio, DISCOVER and Internship.com (all modules within the CDC program).

PROPOSAL STATEMENT

The University of Arizona Career Services CDC program provides students with strategies to explore, create and implement their career plans. The program is flexible and allows students to choose six of the eight modules that are of most relevance to them. Modules one and two are required for all students. The electronic portfolio system dovetails perfectly with the CDC by allowing students to translate the work required in the modules into marketable



language and to keep track of their career building activities during their entire academic experience. This program module format, with interactive components to guide their learning and an electronic portfolio system to track their progress, tends to be much more appealing to this generation of student who benefit from greater structure. Students receive a certificate upon completion of the program that can be made available to employers and graduate/professional schools through the electronic portfolio system.

The CDC program needs to be completed prior to graduation, but the certificate can be earned in two years or less. The CDC program is comprised of:

- traditional Career Services workshops updated to a more contemporary, hands-on approach in the interactive workshop space
- individual career counseling
- a self-paced, self guided workbook
- an electronic portfolio system
- a complete suite of on-line resource usage
- career assessments
- employer interactions through information sessions and career fairs

The following are the eight core modules in the CDC program that will include usage of the interactive workshop space and the electronic portfolio system:

Module One: Exploring Interests and Creating a Career Plan

Module Two: Resume

Module Three: Conducting an Internship or Job Search

Module Four: Interviewing

Module Five: Internet Resources

Module Six: Employer Contact

Module Seven: Applying to Graduate/Professional School

Module Eight: Next Steps – Transition from College

BUDGET

We are requesting funding for \$9,585 to include the cost of software, the electronic portfolio system, program materials and marketing/advertising.

Electronic Portfolio system (license)	\$ 5,000
Program Materials and Marketing/Advertising (workshop booklets, certificates, DVDs, advertising, etc.)	\$ 3,000
DISCOVER and Internships.com software	\$ 1,585
Staffing (program implementation and tech support 0.5% of staff salary)	\$ (6,600)
UA Resume Builder and UA Interview Prep (funded by UA Libraries)	\$ (9,550)
Total	\$ 25,735
<i>Total funded by Department/UA</i>	<i>\$ (16,150)</i>
Total PFA funding requested	\$ 9,585



This funding will allow Career Services to continue the program and give us enough time to recover from budget shortfalls and gain corporate support. Employers are very impressed with students who demonstrate an interest in their future careers and once they experience some economic recovery, we are confident that it will motivate them to offer support to continue the program. This financial support from employers is evidenced by our Corporate Partners now funding several of our proposals that were previously funded by the Parents and Family Association. (Please see the attached Corporate Partners recognition page from our website).

STUDENT BENEFIT/IMPACT

The Parents and Family Association has indicated its intention to support projects that will impact the real and immediate needs of as many current students as possible. Students need these services more than ever before as the job market is extremely tight and opportunities are limited. The CDC program along with the electronic portfolio system allows the Career Services staff to provide intensive, systematic career planning to the UA student population. Students requiring more guidance and structure will especially benefit from the program. In addition, employers seeking candidates for employment target students that are well prepared academically, have a planned career strategy and can present themselves well on paper and in person.

The total number of students, and in particular the total number of minority students using our services is significant. In calendar year 2008, we had 22,250 students that took advantage of one or more services offered through our office. We served 58% of the total 2008 enrollment of 38,258 students (data from UA's student enrollment database): 56% freshmen, 55% sophomores, 54% juniors, 69% seniors, and 43% graduate and first professional students. In addition, 73% of the 2007 minority student enrollment used our services: 66% American Indian or Alaskan Native, 67% Asian or Pacific Islander, 71% Black, Non-Hispanic, 67% Hispanic.

OUTCOME ASSESSMENT

We have an excellent tracking system that has been developed in-house and we will be able to provide the UA Parents and Family Association with usage statistics. In addition, all students completing the CDC program will complete a satisfaction survey and results will be provided to the UA Parents and Family Association.

RECOGNITION

The UA Parents and Family Association will be recognized on our website, our Corporate Partners Recognition Board, the CDC program brochure, the CDC pages on our website, and our student and employer publications (print and electronic). One example of the recognition we currently provide for the Parents and Family Association on our website www.career.arizona.edu is attached.

Thank you for your consideration of this proposal and for your support in the past.



Corporate Partners - Impacting Students' Careers

Career Services and the students of The University of Arizona extend our sincere appreciation to our generous Corporate Partners.

PLATINUM PARTNERS



<http://www.cantbeattheexperience.com>

Philip Morris USA is the nation's leading cigarette manufacturer and for more than 20 consecutive years has had the highest revenues, income, volume and market share among U.S. tobacco companies.

The Company's goal is to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products, especially products intended for adults. Its core business is manufacturing and marketing the best quality tobacco products to adults who use them. Philip Morris USA supports its mission by proactively engaging with its stakeholders to enhance its ability to act in a way that is consistent with society's expectations of a responsible company.



<http://www.nestleusa.com>

Named one of "America's Most Admired Food Companies" in Fortune magazine for the tenth consecutive year, **Nestlé USA** provides quality brands and products that bring flavor to life every day. From nutritious meals with STOUFFER'S® LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That's what "Nestlé. Good Food, Good Life" is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, NESTLÉ® GOOD START®, STOUFFER'S®, STOUFFER'S® LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER'S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, POWERBAR®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2006 sales of \$8.5 billion (includes Nestlé Nutrition), is part of Nestlé S.A. in Vevey, Switzerland - the world's largest food company - with 2006 sales of \$79 billion.



<http://www.uafamily.arizona.edu>

The mission of the **UA Parents & Family Association** has three components: to facilitate communication among UA students, the parents and family members of those students, and University administration; to provide a means of involvement by UA parents and family members in campus life; and to encourage and expedite philanthropic support of the University by UA parents and family members by conducting a Parents & Family Campaign which will fund projects producing the greatest benefit to the largest number of students who are currently attending the University.

GOLD PARTNERS



SILVER PARTNERS

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About Corporate Partners

Our Corporate Partners play a very important role in supporting outstanding services and programs that directly benefit students at The University of Arizona. Corporate Partner contributions play a vital role in building services essential to the success of our students. Employers can become members of the Corporate Partners Program at one of three contribution levels - Platinum, Gold or Silver.

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