

ANNUAL IMPACT REPORT

Prepared By
**Santa Ana College
Career Center**

2023-2024



**SANTA ANA
COLLEGE**

Executive Summary

Mission & Vision Statements

Mission Statement: The Career Center supports Santa Ana College students on their Career Journey—through exploration, preparation, connection, and programming utilizing the strengths, resources, and services of the SAC campus and regional community.

Vision for the Career Center: Empower Santa Ana College students to find their path, navigate through their career journey, and thrive in the workforce.

What we set to accomplish this year

The Career Center set out to provide career and employment preparation services that remove barriers for students. We did this by increasing potential student employment through our career services management platform—CAREERLink. By integrating with student information data, actively enrolled students were already added to the system and they simply had to access the platform through single-sign on. This removed the steps in completing profile information and where we often lose consumers.

We also aimed to provide academic and student support services that students need to complete their educational goals in a timely manner. Some of this was accomplished through our Near Completer counseling project. By utilizing Starfish technology, we were able to identify the students who were at least 80% complete with their program and communicate more efficiently and effectively. The use of eSARS allowed students to schedule their own counseling appointments.

This year, we intentionally planned more opportunities for students to engage in the preparation of employment. We did this through two Career Center signature events—CAP Discovery Day and the Employment Summit. Both events allowed us to increase work-based learning opportunities for students as well as develop industry partnerships for the Career Center and the academic programs.



FUNDS AWARDED

\$196,700

- US Bank Grant
- Perkins Grant
- Strong Workforce Program



- Near Completers Dedicated Counseling
- Signature Events such as CAP Discovery Day and Employment Summit
- Career Center promotional items
- Employment Preparation Digital Badges
- Campus Bookstore Vouchers for Mentee

2023-2024

Career Center By the Numbers

Visits and Visitors

TOTAL COUNT

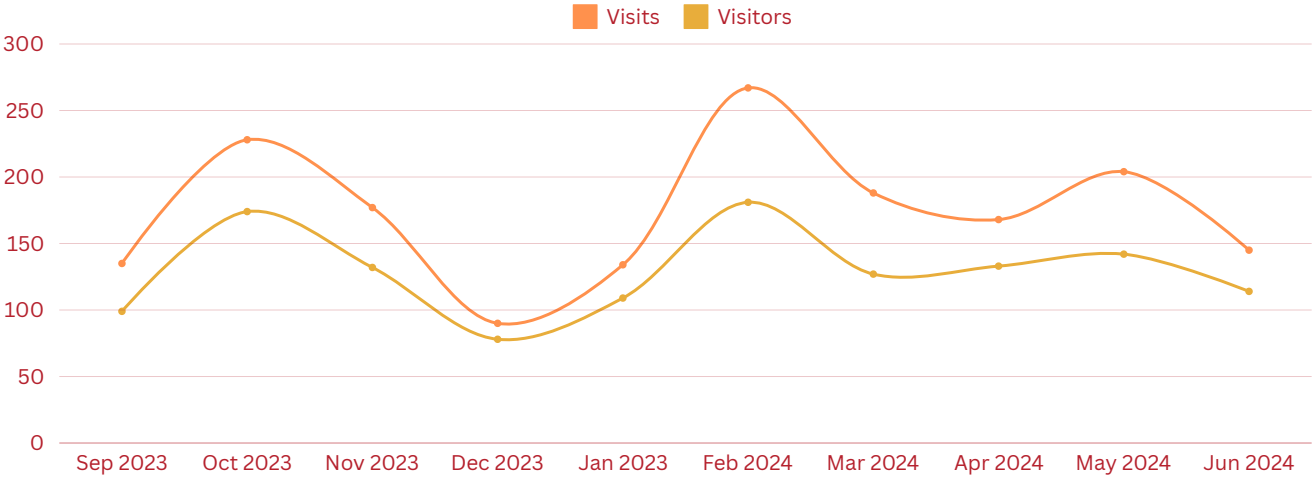
STUDENT VISITS

1,601

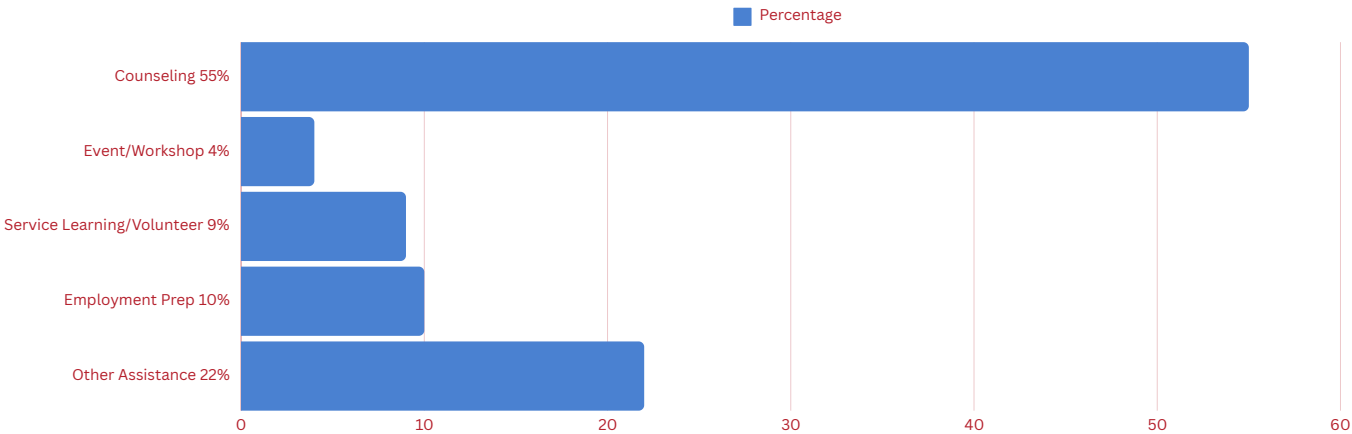
STUDENTS SERVED

1,008

MONTHLY BREAKDOWN



What services did you use at the Career Center?



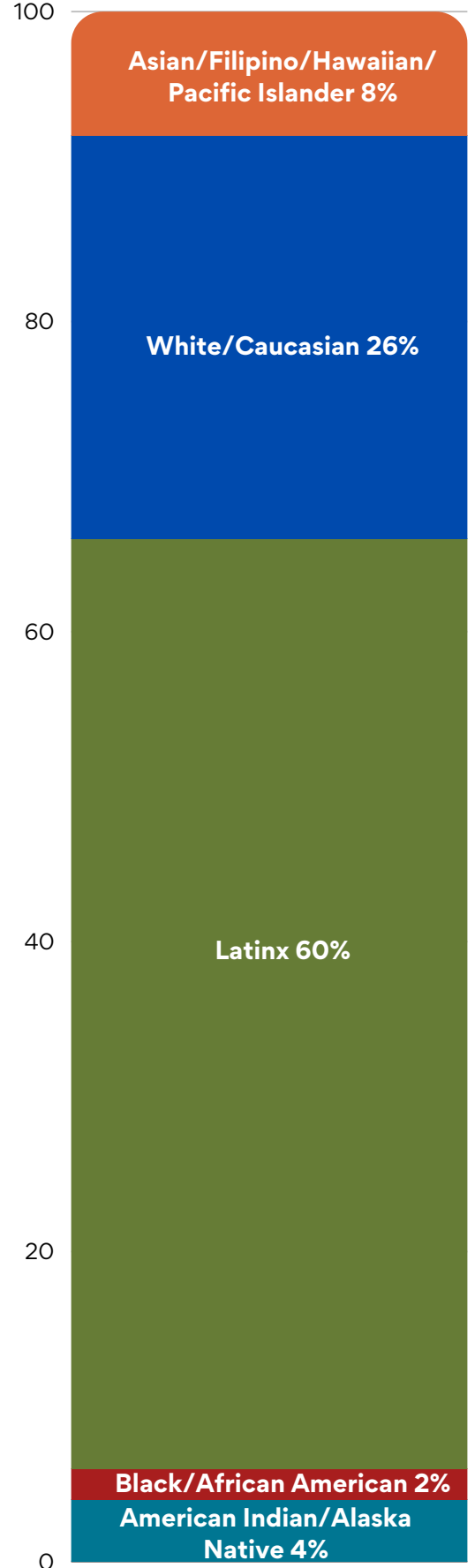
2023-2024

Career Center By the Numbers

Visitors by...

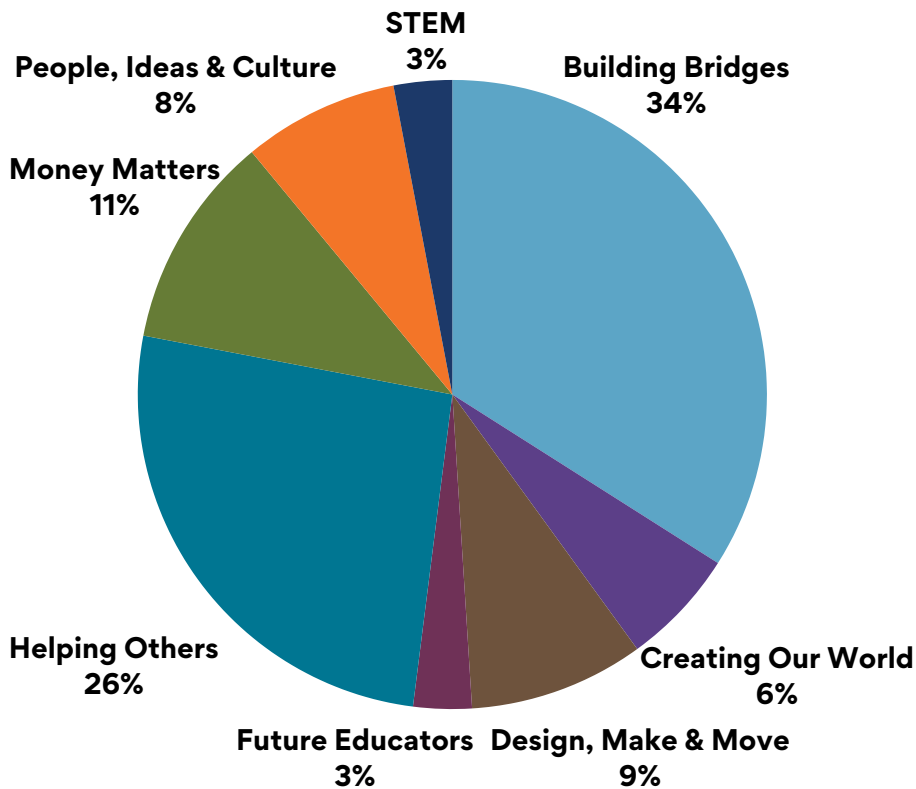


Ethnicity



Career & Academic Pathway (CAP)

Our programs are organized and marketed in broad career-focused academic communities or “meta-majors”, also known as Career & Academic Pathway (CAP).



How the Career Center Served SAC Students

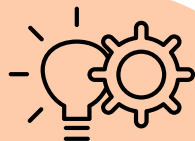
Services	Key Data
Career Center Activities and Workshops	<ul style="list-style-type: none"> • 51 Activities including classroom presentations, info sessions and workshops to over 1,500 attendees • 3 Lunch & Learn Career Panels with over 130 participants
CAREERLink Online Job Board	<ul style="list-style-type: none"> • Total of 137 full-time, part-time, internship, and volunteer positions <ul style="list-style-type: none"> ◦ 62 full-time jobs ◦ 59 part-time jobs ◦ 16 temporary/seasonal jobs/internships/volunteer positions • 314 new employers added in 2023-2024 for a total of 423 employers by June 30, 2024

CAP DISCOVERY DAY 2023



EVENT OUTCOME

Students know at least two other programs of study associated with their CAP.



63 PROGRAMS

Including CAPs, credit and non-credit academic programs, student services and transfer programs



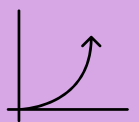
225 STUDENTS CHECKED IN

Using CAREERLink's kiosk, 225 students checked into the event. Many more participated.



1,565 TOTAL VISITS

Passports completed by 129 students showed each student visited 12 programs on average.



Some comments from the post-event survey

- “The information I got from CAP Discovery Day was useful because now I know about more careers paths that are available.”
- “I learn about the different programs SAC offers, what are the requirements and what classes they are offering for those careers.”
- “I really appreciated that the staff in this event provided courses that we could take just to see if it is a career we'd like to get into. I really enjoyed this event.”
- “I learned a bit of every CAP and I've also unlocked other potential career options for my CAP as well as others I'm interested in. I loved the event and wished the event lasted longer for other students that have a class.”





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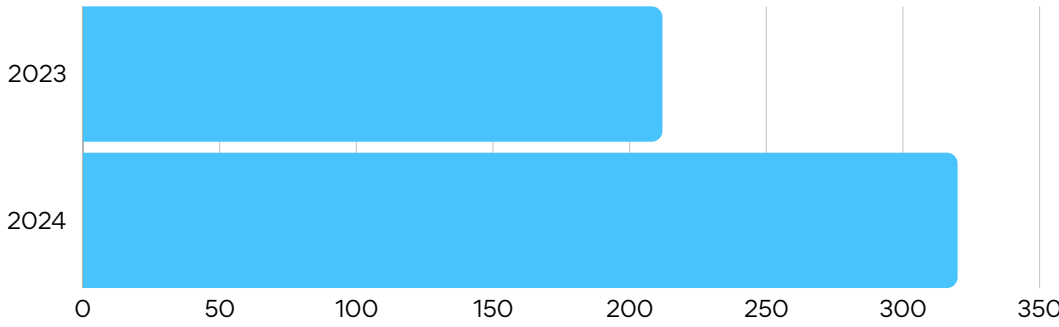
EMPLOYMENT SUMMIT 2024

CENTRAL MALL

APR. 25, 2024

10 A.M. - 1 P.M.

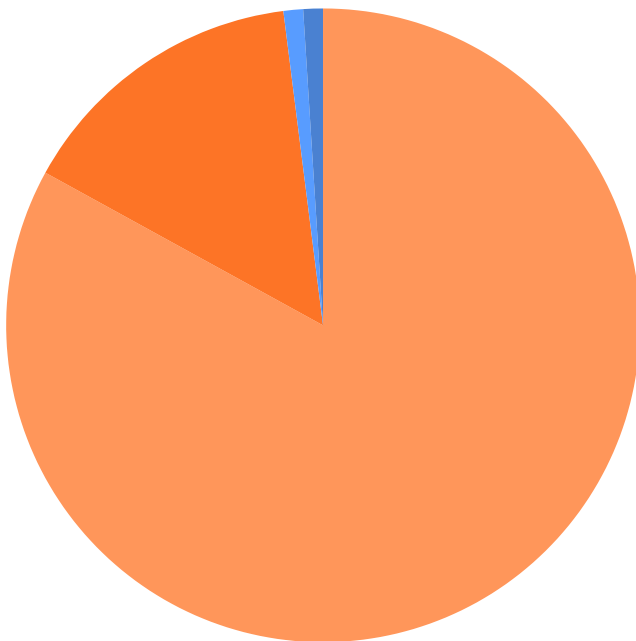
Growth in student participation from 2023 to 2024



+50%

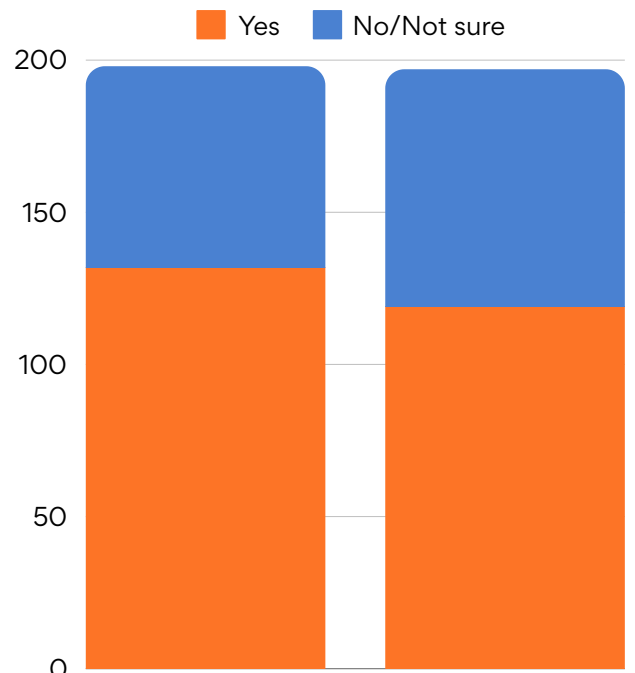
We saw a 50% increase in the number of students checked in from 2023 to 2024

Did you find the fair helpful?



- Very Helpful - 83%
- Somewhat Helpful - 15%
- Helpful - 1%
- Not Helpful - <1%

Will you ...



Apply to these jobs?

Need employment prep assistance?

Top employers by student visits

- County of Orange
- Disney
- Memorial Care
- Autism Learning Partners
- EDD Workforce Services Branch
- Hoag Hospital
- Santa Ana Unified School District
- Westminster Unified School District



THE TEAM



Armando Soto, Ed.D.
Associate Dean



Christina Kim Wagner
Director



Kimberly Velazquez
Administrative Secretary



Marisela Godinez
Career Guidance Coordinator



Amy Lin
Intermediate Clerk



Thanh Vu
Intermediate Clerk



OUR COLLABORATORS



- Big Brothers Big Sisters of Orange County & Inland Empire
- Community Action Partnership of Orange County
- Santa Ana College Asian Pacific Student Program (APSP)
- Santa Ana College Campus Book Store
- Santa Ana College Career Education & Workforce Development
- Santa Ana College Foundation
- Santa Ana College Student Outreach
- Santa Ana College School of Continuing Education
- Student Success (Guided Pathways) at Santa Ana College
- Santa Ana Task Force
- U.S. Bank
- Working Wardrobes





CAREER CENTER

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