

To: UA Parents and Family Association

From: Marie Rozenblit, Director, UA Career Services

Date: April 2, 2008

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. We are applying for a **Career Development Certificate Program** that would benefit all UA students and considerably enhance their career plans and academic goals. 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, 2008**

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.

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 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

The University of Arizona Career Services is requesting \$25,000 from the Parents and Family Association to implement a **Career Development Certificate Program** which will blend in-person services with technology to provide a career development program for all university students, from freshmen through senior. Upon completion of the Program, students will receive a certificate attesting to their commitment to their career future. The Certificate would be directed to both potential employers and graduate programs. This request seeks funding for equipment and software for an **interactive workshop space** to support certain technological portions of the curriculum, an **electronic portfolio system** for students to store and track their career development progress and credentials and **keystone programmatic pieces** of the Certificate Program.

PROPOSAL STATEMENT

The University of Arizona Career Services Career Development Certificate Program gives students strategies for exploring, creating and implementing their career plans. The Certificate Program is completely flexible as it allows students to choose five of the eight modules that are of most relevance to them and that best meet their needs. Modules two and three will be required for all students. 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. In addition, the final banquet and certificate provides them with an incentive for participation. Students receive a certificate upon completion of the program that will be made available to employers and graduate/professional schools through the electronic portfolio system.

The Program needs to be completed prior to graduation, but the Certificate can be earned in two years or less. The Certificate Program will be 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 panel discussions and networking activities;
- a final banquet on dining etiquette.

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

Module One: Exploring Interests

Module Two: Creating a Career Plan

Module Three: Resume

Module Four: Conducting an Internship or Post-Graduation Job Search

Module Five: Interviewing

Module Six: Employer Contact

Module Seven: Applying to Graduate/Professional School

Module Eight: Next Steps – Transition from College

Final Banquet and Certificate Presentation

BUDGET

The funding request for \$25,000 includes the cost of equipment, software and the electronic portfolio system to provide interactive, educational workshops on our on-line resources. It will also fund the networking events, the final etiquette banquet, and program materials and marketing/advertising.

Interactive Workshop Room Upgrade <i>(equipment and software)</i>	\$ 5,000
Electronic Portfolio system <i>(license and first year set up fee)</i>	\$10,000
Program Materials and Marketing/Advertising <i>(workshop booklets, certificates, DVDs, advertising, etc.)</i>	\$ 5,000
Banquet, Networking Events and Motivational Speaker <i>(space, food, speaker costs)</i>	<u>\$ 5,000</u>
Total	\$25,000

This funding will allow Career Services to recast the career development process into a user-friendly, appealing package for students. It would provide us with seed money to implement this program. Once the program is in place, the initial costs for program set up will be significantly reduced, i.e. equipment, literature, initial portfolio set up, etc. Employers are very interested in students who demonstrate an interest in their future careers and once the program is showcased to employers, 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. (See attached Corporate Program recognition page from our website).

BENEFIT TO STUDENTS

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. The total number of students, and in particular the total number of minority students using our services is significant. In calendar year 2007, we had 25,337 students that took advantage of one or more services offered through our office. We served 66% of the total 2007 enrollment of 38,236 students (data from UA's student enrollment database): 71% freshmen, 73% sophomores, 74% juniors, 82% seniors, and 48% graduate and first professional students. In addition, 71% of the 2007 minority student enrollment used our services: 66% American Indian or Alaskan Native, 70% Asian or Pacific Islander, 74% Black, Non-Hispanic, 72% Hispanic.

This generation of student requires more planned activities that are tailored to their needs. We have spent recent resources (including ones received from the Parent's and Family Association) on enhancing our on-line services. Even with the availability of on-line services, many students benefit from the presentations, coaching and counseling offered by career professionals. The Career Development Certificate Program along with the electronic portfolio system and enhanced interactive workshop space will allow 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.

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 Career Development Certificate Program will complete a satisfaction survey at the end of the Program.

RECOGNITION

The UA Parents and Family Association will be recognized on our website, our Corporate Partners Recognition Board, the front page of the Workbook and our student and employer publications. One example of the recognition we currently provide for the Parents and Family Association on our website is attached.

We sincerely thank you for your consideration of this proposal

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

PhilipMorrisUSA <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.

 **Nestlé** <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.

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.

Find Out More...





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

ARIZONA STUDENT UNIONS The Arizona Student Unions provide a sense of community and "a home away from home" to every UA student. Our Mission: to balance the diverse educational, recreational, cultural and social needs of The University of Arizona's students, community and visitors with our world renowned facilities, programs, and services.

GOLD PARTNERS



SILVER PARTNERS

- BAE Systems
- Cintas
- Dillards
- Enterprise Rent-A-Car
- GEICO
- JCPenney
- Liberty Mutual
- Lockheed Martin
- Macy's Credit and Consumer Services
- Raytheon
- The Southwestern Company
- TATA Consultancy Services
- Texas Instruments
- USG Corporation
- The Vanguard Group
- Wells Fargo

