

To: UA Parents Association

From: Marie Rozenblit, Director, UA Career Services

Date: September 15, 2006

Thank you for the opportunity to apply to the UA Parents Association for a grant to support our ongoing efforts on behalf of University of Arizona students. We are applying for a Career Technology and Information Project that would benefit all UA students and considerably expand services already provided through our office.

The Parents Association has been very supportive of our services in the past by providing us with funding. We would like to thank you for your past generosity. Parents are vital to the success of our students. With our assistance, parents support their student's career and academic goals every step of the way. We invite you to visit our Web Site which has received national recognition for student service at: www.career.arizona.edu.

The following is our contact and account information:

Contact: Marie Rozenblit, Director, UA Career Services

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Secondary Contact: Lizzie Schloss, Associate Director, UA Career Services

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If you need clarification or have any questions, please feel free to contact me. Once again, thank you for this opportunity.

UA PARENTS ASSOCIATION GRANT PROPOSAL

September 15, 2006

Departmental Overview:

UA Career Services assists students with the important connections between academic goals and career plans and prepares them to enter the workforce while navigating the University experience. Having career goals and gaining career-related work experience prior to graduation solidifies academic choices and often motivates students to complete their education. Our assistance with career planning, part-time employment, internships and post graduation employment, not only provides students with valuable experience, but part-time jobs and internships also generate funding for them to help finance their education. We also work closely with employers nationwide to develop strong relationships in order to cultivate these opportunities for students.

The following is UA Career Services Vision, Mission and Goals:

Vision: The University of Arizona Career Services empowers all UA students to make fulfilling career choices.

Mission: 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.

Goals:

1. Students are provided the opportunity to have a career plan related to their academic goals.
2. Students are provided the opportunity to have career-related experiences prior to graduation.
3. Students are capable of developing placement alternatives.
4. Develop technologies to effectively streamline processes and accessibility of services.
5. Support a culture based on caring, equity, civility and an aggressive pursuit of diversity in all that we do.

Abstract/Summary of Grant Proposal

UA Career Services is requesting funding for a Career Technology Information Package for three very powerful career/job search technology based tools to assist students in their career decision making and job search strategies. These three tools are: (1) Career Search – an online employment research tool with a database of over 2 million employers from every major sector of business and the academic world; (2) WetFeet's Career Resource Site – a career research site with career management content, company research databases, and an Insider Guide Series; (3) Vault On-line Career Libraries – a searchable database of 3000+ company profiles, occupational surveys, industry research and exclusive career advice articles. These three products are different from each other and unique resources for students to assist depending based on the type of information they would like to access. The total funding for this package is \$20,795.

We are turning to parents, as UA Career Services has no funding from the University of Arizona for our operations. We only have funding for staff support. Your assistance would give us the boost we need to move forward in the various initiatives we wish to pursue to better serve students.

Funding of all or some of these products would give us the time to find alternative funding resources to continue to support these products as we have done in the past for other funding received from the UA Parents Association.

Proposal Statement

UA Career Services is requesting \$20,795 in funding from the UA Parents Association for a Career Technology and Information Package. This funding will support our efforts to help students explore the world of work, develop strategies to conduct successful career and job searches and develop an awareness of the leadership, communication, teamwork and organizational challenges of the future. It will enable us to enhance, supplement and significantly expand the technological services already provided to UA students. It will also replenish and expand the resources in our Career Information Center, the campus' centralized career library.

Today's student and their parents/families are interested in the post graduation employment outcome of a university education. UA students have high expectations, tending to want to make a difference to the world and contribute through their careers. They have grown up in a world filled with technology, are technology savvy and want many of our services delivered through this medium as they can access the information at their convenience 24/7. In the world of technology, timely innovation is required to remain competitive and to give our students the state-of-the-art resources they themselves will need to compete. This new generation of students require more than the standard/traditional career services and although we have made tremendous progress in this area, there is more work to be done and no financial resources to support these initiatives.

Funding Request

Our funding request is for a **Web Based Career Information Center** that will support students as they make the transition from the University of Arizona to the world of work. This could potentially be a "virtual bookplate" program for the Parents Association with the added advantage of reminding students that parents are very interested in their students' ultimate career pursuits. Although the UA Libraries carry print and web based materials, they are not targeted towards the type of assistance we need to provide students in their career and job search endeavors. Also, when our counselors work with students they are able to provide guidance to students by having the information available in our center and by providing them with hands on exposure. The following are the web based resources we are requesting:

- **Career Search (\$8,000 per year)** – This powerful online employment research tool has a database of over 2 million employers from every major sector of the business and academic world. Students can obtain company profiles, descriptions, contacts, titles and phone numbers and are able to target specific geographic areas quickly and effectively for their job searches.
- **WetFeet's Career Resource Site (\$5,595 per year)** - A powerful career research site built from the ground up with the customized look-and-feel of UA Career Services website, accessible only to our students with unlimited access to WetFeet's expert career management content, company research databases and award-winning Insider Guide Series in a downloadable and printable electronic format.

- **Vault On-line Career Libraries (\$7,200 per year)** - An interactive, searchable database of employer information that includes:
 - 3,000+ company profiles packed with Vault's exclusive "insider information"
 - 1,800+ occupational surveys – firsthand accounts from professionals out in the field
 - Industry research and occupational profiles for students getting into the first steps of their career exploration
 - 1,100+ exclusive career advice articles written by Vault's panel of industry experts
 - access to 2 million postings on *Electronic Watercooler*® messageboards
 - 90 on-line Insider Guides

The total funding requested is \$20,795.

Student Impact/Benefits

Currently, statistics on student use of our services indicate that 16,551 (54%) Undergraduate and 2,662 (49%) Graduate/First Professional students of The University of Arizona's total student population used Career Services in the last fiscal year. These students spanned every academic class: Freshmen (3,453), Sophomore (2,745), Junior (3,037), Senior (7,217), Non-Classified (99) and graduate school/first professional students (2,662). In addition, 5,167 or 53% of the Fall 2005 minority student enrollment used our services. Our student Web Site registrations were 16,176 during the same period. We had 919,686 visits to our customized web portals. In addition, we had 18,042 part-time, internship and post graduation employment jobs listed on Wildcat JobLink (our student job listing site) and 140,836 visits to the site. The broad appeal of the information on our website extends to every college at the University and includes every diverse ethnicity on campus.

The Career Information Center and Lab logged in 11,283 student visits in the last fiscal year. Students used the library to access books on a variety of career planning and job search strategies, videos on interviewing skills and job search, and the computer lab for various career planning and job search software programs. The computer lab and resources available through the web were the most heavily utilized.

The enhanced technological and information career package will upgrade the resources available to students at every academic level, in every college on this campus and could contribute to greater success in the career realm. Students need assistance with career direction and job search and with the right tools we will be able to provide them with current, state-of-the-art tools.

The Parents Association has indicated its intention to support projects that will impact the real and immediate needs of as many current students as possible. With 16,176 UA students already invested in the information our website provides (this number is growing this fiscal year) and 11,283 visits to our Career Information Center and Lab, focusing on this Career Technology and Information Package will help UA Career Services regain lost ground due to years of budget cuts and enable us to move ahead and enhance what is already an integral part of the University student experience. This package of web based Career Information Center resources will significantly enhance University of Arizona students' learning experience and consequently, their success in the career and job search arena.

Additional Funding Sources, Including Current University Support

UA Career Services has no budget from the University of Arizona for operations. All our operations (computers, software, supplies, equipment, etc.) are all supported through support from our Corporate Partners and events that we coordinate. With technology being a necessity in order to operate, lack of funding for operations is a serious problem and the only way we have of addressing this problem is through entrepreneurship and generous support such as our Corporate Partners, the UA Parents Association and events we coordinate. It is important to note that the two times we were given funding from the UA Parents Association, we have been able to get organizations to fund the initiatives started with your generous support. We are deeply appreciative of getting that additional boost from the UA Parents Association to move forward in the various initiatives we wish to undertake to serve students.

Outcome Assessment

We have an excellent tracking system that has been developed in-house and we will be able to provide the UA Parents Association with usage statistics, surveys and anecdotal commentary on the usefulness of these tools.

Recognition

As in the past, the UA Parents Association will be recognized on our Web Site, our Corporate Partners Recognition Board and on the front page of each of the tools supported.

We sincerely thank you for your consideration of this proposal