Measure #: 70
Referendum Title: Career Center Platforms and Programs Fee
Ballot Type: Enact a new fee
Ballot Author: Barbara Silverthorne
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Question:
Shall the undergraduate and graduate students of UCSC provide funding for the Career Center to support platforms and student directed programing by enacting a $10.89 per student, per quarter (fall, winter, spring) Career Center Platforms and Programs Fee, beginning Fall 2019? This fee will sunset in 12 years (through Spring 2031).

Summary Points:
● Enact a new fee of $10.89 per student, per quarter. The fee will generate $613,052 in 2019-20.¹
● Fee will be assessed to all undergraduate and graduate students enrolled in Fall, Winter, and Spring quarters. The Fee will not be assessed in the Summer quarter.
● Fee begins Fall Quarter 2019 with an end date of Spring 2031
● The funds will be used for:
  o Programs (fairs, conferences, panels, networking events, job shadowing and other events with high interest employers)
  o Platforms (new technologies for job search, resume, interviews, and video/communication delivery systems that are easy to use and available 24 hours a day, 7 days a week)
  o (33.00%) Return-to-Aid will generate an estimated $202,307 in 2019-20 to support financial aid for undergraduate and graduate students.
● This fee would replace Career Center user fees for assessments for current students, as those services will be supported by this fee and available to all students.
● The Career Center Student Advisory Committee of 15 representatives will be established to provide ongoing oversight of the fee, as well as input regarding future platforms and programming. The committee will be comprised of 10 undergraduate students, one graduate student, two faculty members, one alumni representative, and one Graduate Division representative.
● Both undergraduate and graduate students were consulted through the following mechanisms:
  o Opinion Poll on the 2017 Campus Election Ballot
  o Presentations and conversations with all 10 college student governments,
  o Student Union Assembly,
  o Graduate Student Assembly,
  o Six focus groups, and
  o Conversations with 10 additional student groups
These conversations revealed that students want more specific programming than is presently offered, engagement with high interest employers in all industries, state of the art technologies for job search, career development, and increased visibility of services.
● Student Fee Advisory Committee Opinion Statement: The Student Fee Advisory Committee (SFAC) was not able to reach a consensus in supporting or opposing this referendum. The SFAC recognizes the importance of the career center but has reservations on whether the new proposed programs will be effective and if increased funding is necessary to strengthen existing programs.
● Fee is sponsored for placement on the ballot for undergraduate students by
  o resolution of eight of the ten officially established student councils or governing associations of the college, and
  o resolution of the Student Union Assembly.
● Fee is sponsored for placement on the ballot for graduate students by resolution of the Graduate Student Association.

¹ Based on the 2017-2018 three-quarter undergraduate and graduate student average enrollment of 18,765.
Background:

The Career Center has prepared to become the cutting-edge resource students need in this new labor market by conducting an External Review and developing a Strategic Plan (careers.ucsc.edu/about/strategicplan.html).

Student input has been a big part of the planning process. A 2017 Opinion Poll and subsequent focus groups and listening tour revealed that students want more programming, more interactions with high interest employers, and more user-friendly online access to career information and services. The Career Center is committed to continuing this conversation with students by creating a Career Center Student Advisory Board. Students will have a voice in how the revenue from this referendum is spent.

The Career Center currently offers several programs and platforms to aid students in job searches and career path choices. Programming includes: career fairs, workshops, alumni or employer panels, and resume labs. Platforms that provide online access to career services include: Handshake (job board), Going Global (international job board and resource for international students seeking employment in the U.S.), and Focus2 (assessments that lead to major and career selection).

This referendum would provide resources to purchase new cutting-edge online resources and fund new student driven programming. New online platforms could provide 24-hour access to the latest applications of artificial intelligence for resume critiques, mock interviews, and career development learning modules plus additional video content specific to UCSC. More events and services could be tailored to particular student populations (majors, career interests, and intersecting identities). These events would be co-sponsored and located within those communities making them easy for students to access.

A yes vote will enable the Career Center to provide students with cutting edge technology, connections to high interest employers, and customized programming for the sixty-four majors and multiple intersecting identities on campus.

A no vote would make UCSC students less competitive in the job market. The resulting lack of funding would translate to:

- limiting student access to emerging career preparation technology available at other campuses;
- offering less opportunities to connect students with high interest employers; and
- restricting student offerings to general career fairs and workshops instead of programs targeted to majors and identities.

The Goal:

- Create more job and career opportunities for undergraduate and graduate students by developing and managing a greater variety of career engagement programming opportunities with high-interest employers.
- Provide cutting edge platforms that deliver services to students 24 hours a day and 7 days a week.

Intersecting identities that would particularly benefit from customized and targeted programming include students of color, LGBTQIA+, undocumented, veteran, EOP, first generation, international, DRC, women, and graduate students.