

UNIVERSITY *of* HAWAI'I®

MAUI COLLEGE



CareerLink & Cooperative Education

Program Review (2021-2023)

UNIVERSITY OF HAWAI'I MAUI COLLEGE
COOPERATIVE EDUCATION / CAREERLINK
2021 – 2023 PROGRAM REVIEW

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1. **Program or Unit Description**

The **Mission of CareerLink is to align with UH Maui College's** mission to support students by connecting academic achievements with valuable career and employment resources, to enhance personal and professional growth, and to increase employability within Maui County's workforce, statewide, or globally.

CareerLink student services program vision for the next two years is to:

- Educate and empower students towards their pursuit of employment and entrepreneurship to help students navigate their career development.
- Extend exploration and transformation guidance to other career opportunities utilizing the **Cooperative Education Program** (a credit course-work based learning opportunity with industry) in which Co-op is a function of CareerLink.
- Prioritize job readiness services including job postings, host Job Fairs, workshops of career assessments, and Hawaii labor market information for students to make realistic career decisions.
- Establish industry partnerships to serve as a valued pipeline to serve Maui County's workforce.

2. **Analysis of the Program or Unit**

The CareerLink Office is currently operated with 1.0 FTE faculty g-funded member whose dual job description oversees CareerLink and it's duties along with teaching career readiness skills and coordinating internships for degree seeking credit-based students enrolled in the **Cooperative Education program** (offering 10-different class sections to serve students from different degree pathways to complete work-based learning or internships that allow students to network with career professionals from industry). A support staff has always supported the faculty, due to retirement of a 1.0 FTE Clerical III position in December 2020, the position was swept and not back-filled due to budgetary constraints and administrator priorities. Instead, this faculty writes annual grants through Perkins to support temporary funding of an APT-Band B position to support all the work this program provides to students and community members.

The office supports (current degree seeking students, alumni, ELWD students, and community members). Services provided include: volunteer opportunities, career assessments, job searching skills, resume and cover letter building, and interviewing skills. Every student has access to the Handshake Online platform where students can access a listing of employers looking to hire statewide. The [Handshake](#) platform allows employers to post their positions and recruit students for off-campus positions from all

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seven UHCC campuses. CareerLink continues to partner with the Maui County Workforce Development Board partners as they created a free online job posting called the www.mauicountyvirtualjobfair.com website. Maui jobs for Maui people. So, CareerLink is the point of contact for our students to learn about career and industry related information. CareerLink Center facilitates customized workshops tailored to specific audience members or upon special requests by community partners or organizations. CareerLink hosts career/job fairs to support and incentivizes student retention while providing the opportunity to learn and network with industry related professionals. Students are provided with the opportunity to attend career workshops and events year-round.

CareerLink strives to provide excellent services to recruiters and the organizations they represent. The approach is to create partnerships and networks so that we can develop long lasting and meaningful relationships. CareerLink works toward educating employers about University of Hawaii Maui College (UHMC) programs, certifications, students and graduates. CareerLink continues to be at the forefront when distributing industry information to our students as well as throughout the students academic journey at UHMC. CareerLink works collaboratively with Student Services Units in addition to our CTE and ELWD programs to ensure student success. CareerLink works with students at all points of their academic journey. Beginning from enrollment, retention and leading up to graduation and beyond.

Co-op is a mandatory class similar to a cap-stone or an exit course for the following academic programs: Administration of Justice, Business Technology, Construction Technology, and Electronics Computer Engineering Technology. Co-op is an optional class for Accounting, Business Administration, and Applied Business Information Technology, and Liberal Art Majors. The “v” stands for variable credit options that students may choose to enroll in, 1 credit = 75 internship hours, 2 credits = 150, and 3 credits = 225 internship hours that a student completed within the semester of the course offering period.

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Below are students that enrolled in Cooperative Education over the past two-years.

Cooperative Education Classes - 10 Sections											
Semester	ACC193V	AG193V	AJ293V	BUS 193V	BUS 393V	BUSN 193V	CASE 193V	CASE 293V	CASE 393V	ETRO193V	Total
FA21			1	1	0	2	1			4	9
SP22	3	3	2	2	1	3	4		1	1	20
SU22			2				3				5
FA22			2				15	2		2	21
SP23			6	4	1		9	2		2	24
SU23			1				3				4
Total / Course	3	3	14	7	2	5	35	4	1	9	83

Due to curriculum changes effective fall 2022, all Business Administration (BUSA) majors are required to enroll in BUS193v as Advisory Committee members agreed that practicing “real-life” work skills are essential for a student's career journey.

During 2021 - 2023, 75 employer and community partners hosted an intern through the Cooperative Education Program.

List of local employer internship sites for the 2021 - 2023 academic years

- Alan Bernaldo CPA
- Aqualani
- Arce Farm
- Breath HI Activewear
- CCF Maui Construction, Inc.
- Council Member Keani Rawlins
- County of Maui Finance Dept.
- County of Maui Police Department
- County of Maui Police Department CSI
- County of Maui Real Property Tax
- Covanta Energy
- Croc's at Outlets of Maui
- Cultural Center
- Dorvin D. Leis, Inc.
- East Maui Irrigation
- ELCCO Electric
- ELWD HVAC Program
- Enterprise, LLC.
- Epic Ohana, Inc.
- Finish Line at Macy's
- Friends of the Justice Center
- GCS IT Solutions
- Hale Akua Garden Farm
- Haleola Essentials
- Hallelujah Hou Fishing.Com
- Hana Health
- Hawaii Waterkeepers Internship
- Health Center, UH Hilo Nursing
- Hertz Rental Car
- Hui No Ke Ola Pono
- Hyder Co./Kaiwahine Village
- Kalei's Lunch Box

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- KBR Inc.
- Laakea Village
- Lanai Pre-School
- Lincoln Construction
- Maui Coffee Company
- Maui High - Performance Computing Center
- Maui Hotel & Lodging Association
- Menu Magazine
- Molokai Dispatch
- Molokai High School
- Molokai Police Department
- Molokai Plant Extinction Prevention
- Morimoto Maui
- NALU Scientific
- Oshima Store
- Pomahina Designs
- Pro Arts Playhouse
- Pu`u `O Hoku Ranch
- Public Safety/Sheriff Division
- Rubin & Chapelle
- Sixty Two Market
- Space Grant Research
- Target
- TNT Brewery
- UH Maui College CareerLink Office
- UH Maui College Operations & Maintenance
- UHMC Agriculture Dept.
- UHMC Automotive Shop
- UHMC Business Office
- UHMC Campus Security
- UHMC Carpentry Shop
- UHMC Culinary Program
- UHMC IT Department
- UHMC Mail Room
- UHMC Marketing Department
- Molokai Education Center
- University of Hawaii Maui College Library
- University of Hawaii Autonomous Vehicle Technology
- Vege (Food Truck)
- Waihee Coastal Dunes and Wetlands Refuge
- Waipono Farms
- Water Quality Testing in Wailua Nui
- Yap's Electric

The faculty coordinates all fiscal transactions for multiple accounts and bothers other clerical staff to assist with procurement needs. In addition, the faculty meets with her students individually on career readiness services and event planning. On average an appointment generally takes approximately 60-90 minutes. In between presentations/workshops, work-related meetings, committee responsibilities and career/event planning, and community involvement, the staff member must strive to offer individual appointment times to meet our student's needs.

In addition, there are many clerical tasks involved in managing the day-to-day operations Office including: managing job postings, responding to employer requests, navigating individuals through the new Handshake platform, providing career and job fair information, tallying student evaluation data for all events and workshops, as the faculty serves on three non-profit boards (Society of Human Resource Managers (SHRM) Hawaii, Epic Ohana (serving foster youth), and the Maui High School Foundation Board, the Job Center Online (JCO) Consortium group, and the County of Maui Virtual Job Fair (MCVJF) event set up and break down, fiscal budgeting, completion of all transactions and all other duties as assigned.

In helping to maintain outreach and retention of students at UHMC, the faculty partners with various campus programs and departments. CareerLink works collaboratively with

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the UHCC Career Centers for event planning, career related workshops and career fairs. A general list provided below showcases the events/workshops/activities. Note: This is a combination of the major events and workshops.

ACTIVITY	TOPIC	PARTNERS	TARGET POPULATION	SEMESTER	ESTIMATED # OF PARTICIPANTS
UHCC Virtual Career Fair	UHCC Virtual Event	UHCC Career Centers	All UHCC Students, Faculty and Staff	Fall 2021 9/30/2021	250
UH Manoa Virtual Career Fair	Virtual Event Career Fair	UHCC & UH Manoa	All UHCC and UH Manoa Students	Fall 2021 10/5/2021	200
ACTIVITY	TOPIC	PARTNERS	TARGET POPULATION	SEMESTER/ DATE	ESTIMATED # OF PARTICIPANTS
UHCC Virtual Career Fair	UHCC Virtual Event	UHCC Career Centers	All UHCC Students, Faculty and Staff	Spring 2022 2/7/2022	350
Hawaii ACTE Virtual Conference - Presenters	Design your Life- Train the Trainer	UHMC, KapCC & HawCC	UHCC Faculty, Staff, Counselors	Spring 2022 2/17/22-2/18/22	75
HISSI	Excellence in Education Day Presentation	UHCC	All UHCC Students, Faculty and Staff	Spring 2022 3/4/2022	125
UHMC Mini Job Fair Series	Job Fair	UHMC	UHMC Students	Spring 2022 3/9/22, 3/23/22 & 4/9/22	100

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UH IT Career Fair Virtual	Virtual Event Career Fair	UHCC	UHCC Students	Spring 2022 4/29/2022	350
King Kekaulike High School	Job Prep & Financial Literacy	CareerLink Staff	10th & 11th Grade students	Spring 2022 5/13/2022	78
Job Fair at Queen Ka`ahumanu Shopping Center	Career Fair	UHMC & Maui County Members	Maui Community Members	Fall 2022 9/10/2022	150
County of Maui Virtual Career Fair	Career Fair	UHCC	UHCC Students	Fall 2022 10/15/2022	150
ACTIVITY	TOPIC	PARTNERS	TARGET POPULATION	SEMESTER/ DATE	ESTIMATED # OF PARTICIPANTS
Hana Lima	Career Exploration	Maui High School, UHMC	High School Students	Spring 2023 3/13 - 3/17	75
Maritime - Job Fair	Career Fair	Maritime & UHMC	UHMC Students and community members	Spring 2023 3/14/2023	90
Virtual IT Career Fair	IT Career Fair	UHCC	IT Students	Spring 2023 3/24/2023	175
CareerLink Job Fair	Career Fair	UHMC	UHMC Students and community members	Spring 2023 4/11/2023	125
Handshake Virtual Job Fair	Career Fair	UHMC, KapCC, HawCC	UHMC Students	Spring 2023 4/13/2023	75

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Career Talk Story - Hospitality and Tourism	Virtual Event	UHCC	UHCC Students	Spring 2023 4/21/23	15
Career Talk Story - Entrepreneurship, Business	Virtual Event	UHCC	UHCC Students	Spring 2023 4/23/23	25

Career Fair Data:

CareerLink sponsored multiple Job Fairs both in-person and virtual throughout the 2021-2023 academic semesters. There were a total of 101 businesses who registered and attended our on campus job fairs and well over 100 who attended our virtual job fairs. A list of attendees is located in Table 1.

Observation of foot traffic and students passing through resulted in an estimate of over 450 in-person attendees and over 775 virtual attendees that spanned across different islands and UH campuses.

Table 1

2021-2023 Job Fair Attendees

1111 Aina Brands LLC	DHX Maui	Hyatt Regency Maui Resort & Spa	Montage Kapalua Bay
AINA Brands	Dorvin D Leis Co Inc	International Union of Painters and Allied Trades, District Council 50	Munekiyo Hiraga
Akina Tours & Transportation	Employers Options	Jersey Mikes	Nakupuna Companies
Aloha Eye Clinic, Ltd	Enterprise Holdings	Ka Ipu Kukui Fellows	Nordic PCL Construction
Aloha International Employment, Inc	Fairmont Kea Lani, Maui	Kaanapali Beach Hotel	Om Maui Studio
Alpha Inc.	FCH Enterprises, Inc.	Kihei Baptist Chapel	PAMCAH UA LOCAL 675 Training Fund
Array HI dba Employers	Four Seasons Resort	Kokua Realty, LLC	Par Pacific Holdings,

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Options	Maui		Inc.
Avis Budget Group / Maui / OGG	Ganir & Co. Pacific Rim Commercial Services, Inc.	Leis Inc.	People Attentive to Children (PATCH)
BAYADA Habilitation	Goodwill Industries of HI	Lowe's	PeopleReady
Bayada Home Health Care	Grand Wailea	Makena Shared Services	PWC Hawaii Corporation
Bite Squad	HAWAII AIR NATIONAL GUARD	Marilyn Monroe Spa	Read Lighting
Boys & Girls Clubs of Maui	Hawaii Farm Project	Marriott Vacations Worldwide	Realtors Association of Maui, Inc.
Bureau of Alcohol, Tobacco, Firearms and explosives	Hawaii Heart Associates	Mastercare	Royal Lahaina Resort
Catalight / Easterseals Hawaii People & Performance	Hawaii Job Corps	Maui Brewing Co.	ScribeAmerica
Catalight / Easterseals Hawaii People & Performance	Hawaii Pacific Solar	Maui County Early Childhood Resource Center	Securitas Security Services USA, Inc.
Clinical Labs of Hawaii	Hawaii Public Housing Authority	Maui Economic Opportunity, Inc.	Starbucks
Coconene	Hawaii/ Pacific Basin Area Health Ed. Center	Maui Economic Opportunity, Inc.	Temptation Tours, Inc.
COM Personnel	Hawaiian Airlines	MAUI FAMILY SUPPORT SERVICES INC	Terminix
Community Clinic of Maui Malama I Ke Ola Health Center	Hawaiian Electric Human Resources	Maui Health System	The Westin Maui Resort & Spa
County of Maui	HI Employment	Maui Linen Supplies	TSA
County of Maui Personnel	HiHealthcare	Maui Police Department	United States Navy
County of Maui Police Department/	HMSHost	Maui Times	Verizon

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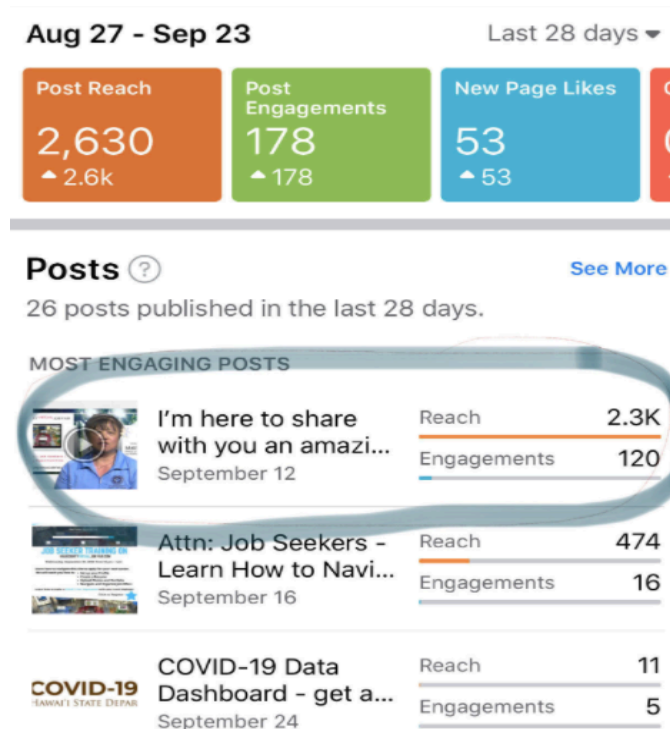
CVS Health	Horizons Academy of Maui Inc.	MEO, Inc.	VIP
CVS Health / Long Drugs	HPM Building Supply	Monkeypod Kitchen	WAI: Wastewater Alternatives and Innovations
			Zippy's

Since the world all pivoted to online events, CareerLink partnered with the UHCC Career Center Consortium group to host events. Provided in the list below are the activities:

1. UH Career Mixers (connects students with alumni and industry professionals)
2. Career Talk Story Sessions (this event allows students to learn about specific industries and ask questions). On average 2-3 workshops are delivered each semester.
3. Collaboration on the SECE Online Platform for off-campus employment. In the Summer of 2020 the contract with Gradleaders (JCO Platform) expired for all seven campuses. Due to budget restrictions the annual contract was not renewed. In June of 2020 all seven UHCC Campuses merged with SECE for off-campus employment.
4. The faculty member wrote a grant in partnership with Hawaii Community College and Kapiolani Community College to recruit Handshake, a career platform rated number one across the country for U.S. college students. In 2021, the grant was awarded as a pilot project for three UHCC campuses that was later expanded to all seven campuses. As the Lead grant writer, UHCC Administration partnered with the faculty to procure Handshake for all seven UHCC campuses to share resources for all Career Centers Statewide for a two year period.
5. CareerLink continues to serve on the Integrated Student Support (ISS) Group – Operational Framework which integrates how students are guided through the student success pathway in support of achieving their educational goals and career aspirations.

Aside from partnering with the UHCC JCO Consortium group, work in Maui County to assist with Workforce Development needs created the launch of a **Maui County Virtual Job Fair Website** created in August 2020 for Maui Employers and Maui residents. The faculty was featured in a video promoting the website and today, more than 15,000 users frequent the website. The page is now hosted on hirenet.com.

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CareerLink partnered with the County of Maui and American Job Center Hawaii to co-host multiple resource and job fair events that were held off campus. The Maui County Resource & Job Fair was held at the Velma McWayne Santos Wailuku Community Center on December 10, 2021 from 1:30pm - 5:30pm. In addition, attendees also had additional resources/ services available to them such as: UH Maui College registration, Upskill Training, Internship Opportunities, Job Loss Services, Healthcare Assistance and Food & Rental Assistance.

In addition, the **UHCC Consortium** hosted multiple Virtual Career fairs which was a shared effort by all 7 Campuses. We focused our efforts around 3 Industry Tracks: Environment and Technology, Healthcare and Non-Profit, and Entrepreneurship and Leadership. A new initiative was a partnership with the State of Hawaii Department of Industrial and Relations Office. This Career Fair was open to the general public. One major significant finding in the data was that many students viewed the marketing website, flier, morning news segment, UH News, etc, and registered for the event. However, the number of students that actually showed up to the event was significantly lower than expected.

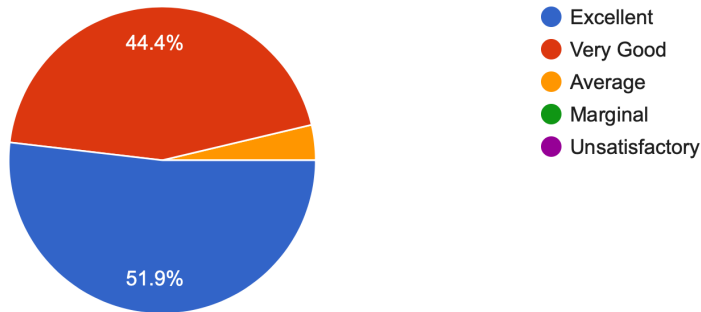
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Co-operative Education Program Review

- 96.3% of enrolled Cooperative Education students rated their internship as Very Good and an Excellent experience.

How would you rate your internship experience?

27 responses

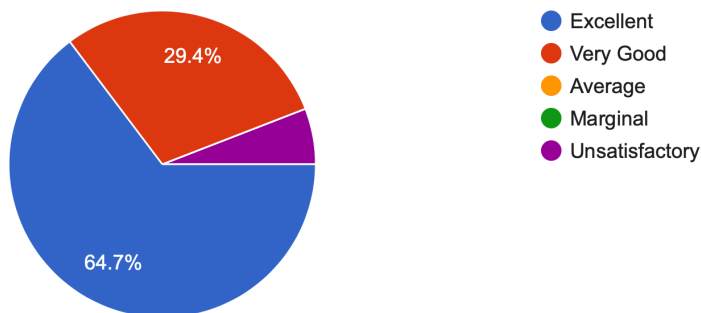


Employer Performance Evaluation

- 94.1% of employers ranked students' ability and willingness to learn new technology as Excellent and Very Good.

Ability and willingness to learn new technology

17 responses



The overall reflection of this project was that both students enjoyed the learning experience and employers were ecstatic about students' ability to help their business using technology.

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Attending the event were 37 business/organizations, students, alumni and graduates. Observation of foot traffic and students passing through during change of classes results in an estimation of over 175 attendees.

Servicing UHMC students, alumni and community

CareerLink services UHMC students, alumni and community members both on and off campus.

Traffic to meet in-person has slowed considerably after COVID-19 and roughly, about 60% of students are still remote. With fewer students on campus, along with staff shortages, the ability to maintain surveys, data and other CareerLink function duties have not been tracked diligently.

Resume, Workshops and Mock Interviews

CareerLink partners with departments on campus such as, Automotive Technology, Early Childhood Education, Communications, Human Services and Hospitality and Tourism and Nursing to provide workshops on resume and cover letter development and conduct mock interviews. CareerLink assists students with their resumes, cover letters and mock interviews via zoom and email.

3. PROGRAM LEARNING OUTCOMES

Service Area Outcomes for CareerLink:

1. CareerLink provided 1-2 large scaled career related events to students annually.
 - This may include but is not limited to: Career Fairs, Employer talk story sessions, Career Mixers, etc.

2. CareerLink increased employer and community partnerships by 10%.
 - Work on developing relationships with new employers and community partners.
 - Educated employers and partners with UHMC programs, degrees, and certifications.
 - Promoted SECE and MCVJF for all off-campus employment and job posting opportunities.

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3. CareerLink provided 5 career readiness workshops or events to UHMC students annually.
 - Work with campus faculty members to promote career related workshops to students.
 - Promote CareerLink services and resources to students.
 - Update workshop materials and website.

As for Cooperative Education, these are the Student Learning Outcomes:

1. SLO 1 - Apply and integrate theories and skills learned in the classroom to real work situations.
2. SLO 2 - Refine skill sets, attitudes, insights and behaviors necessary to be successful and effective in the workplace and to meet industry standards.
3. SLO 3 - Develop and enhance their ability to function as contributing members of a work team.
4. SLO 4 - Develop self-confidence and self-esteem as professionals in the field.
5. SLO 5 - Establish professional networks and credentials for future employment and/or career advancement.

4. Grant Funded Projects

Aside from teaching duties and overseeing CareerLink, the faculty have always written grants to benefit students and manpower support to execute the initiatives of CareerLink and Co-Op duties. Over the years the following Perkins Grants have supported these initiatives.

TERM	PERKINS GRANTS TITLE	STAFF SUPPORT	AWARD
07/01/2021 – 06/30/2022	Infusing Life-Long Work Based Learning throughout the University of Hawaii Community College System	Work Based Learning Specialists- Casual Hire (3) Full-time 9 mo. positions + (3) Student Assistant – Part-time positions	\$175,434
07/01/2021 – 06/30/2022	Connecting Exceptional Students to Exceptional Careers: A Workforce Collaboration	Transition Coordinator - Casual Hire (1) – Full-time 9 mo. position + (1) Casual Hire Part-time 9 mo. position + (2) Student Assistants – Part-time	\$86,819
07/01/2022 - 06/30/2023	Building Student, Campus, and Employer Engagement Through Work Based Learning and DesignDesign Thinking	Work Based Learning Specialists - APT-Band B, Step-1 Hires (3) Full-time 11 mo. positions at UHMC, KapCC, and HawCC + (3) Student Assistant – Part-time positions	\$313,579
07/01/2022 - 06/30/2023	Partnering with Business Administration Students to Explore IN-Demand Careers while creating Equity and Diversity in Higher Education	Transition Coordinator - (2) Casual Hire Part-time positions	\$48,066
		Perkins Funds	\$623,898

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In addition, the faculty writes grants to allow **UHMC students to earn a stipend** upon completion of their Co-op experience and to create a pipeline of workers that might one day become employed by the County of Maui. Staff support is essential to complete processing or procurement of materials, stipends, and communicating with employer contacts and students.

TERM	COUNTY OF MAUI OFFICE OF ECONOMIC DEVELOPMENT GRANT TITLE	STAFF SUPPORT	AWARD
07/01/2021 – 06/30/2022	FY 21 UHMC COOPERATIVE EDUCATION	Academic Support – Casual Hire, Part-time	\$75,000.00
01/18/2022 – 08/31/2022	FY 22 UHMC COOPERATIVE EDUCATION (late issued due to change of Mayoral Cabinet that created an overlap in grant award)	Academic Support - Casual Hire, Part-time	\$75,000.00
02/10/2023 – 02/10/2024	FY 23 UHMC COOPERATIVE EDUCATION	Academic Support - Casual Hire, Part-time	\$75,000.00
			\$225,000
In the past two years, nearly \$850,000 in services and support benefited UHMC students and employer/organizations through Work-Based Learning initiatives.			\$848,898

4. RECOGNIZE AND SUPPORT BEST PRACTICES

What did we do very well that we want to continue?

- Job Fairs located in UHMC Cafeteria, Pilina Building or outside Pilana or the Ka Lama Courtyard.
- Actively participating in New Student Orientation, Graduation committee and other campus projects.
- In-class workshops, both for college, high school, and intermediate students.
- Conducting mock interviews for various UHMC programs and high schools.
- Gathering data from employers, students, and evaluations better after completion of a workshop and summarizing the details.

5. PLANNING AND POLICY CONSIDERATIONS

What policies do we want to implement that will make our process better?

- Documenting success of students who did find employment.
- Increased follow up and tracking over all in regards to classroom visits as well as visitors to the center.
- Celebrate successes of students, alumni, and advancement of community helpers.
- Continue to support academic programs and create community partnerships of industry partners. Propose mini-job fairs for academic programs and rotate hosting of fairs per program.

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6. BUDGETARY CONSIDERATIONS AND IMPACT

Need to purchase

- Provide one general funded 100% FTE Faculty position to assist with Workforce Development initiatives helping to connect workforce training with transition to degree programs.
- Provide two general funded 100% FTE APT staff members to continue and increase the level of service and outreach to students, alumni and community members.
- Seek funding for two Student Assistants to assist with CareerLink duties and other project coordination efforts campus and community wide.
- Purchase Handshake, estimated cost \$3,000 per year annually to service students with employment outreach of national and global employers and internship experiences too.
- Create additional marketing materials, career/employment materials, career Exploration materials that are currently to meet Maui's industry needs.
- Additional license agreement for CareerSpots. Current license agreement expires June 30, 2024, estimated cost \$2,500.
- Label the windows outside of Laulima with CareerLink/Coop. Ed./ELWD information so community members are familiar with the services provided, estimated cost \$3000.

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FIGURE 1

Employer Engagement and Partnership with Workforce Programs

