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CAREER
PATHWAYS
PROGRAM

ANNUAL REPORT 2023-2024

UC San Diego
ENROLLMENT MANAGEMENT
UC San Diego
EXTENDED STUDIES



**BORDER REGION
TALENT PIPELINE**
K-16 COLLABORATIVE

UC San Diego
CRaTe
Center for Research on Educational
Equity, Assessment & Teaching Excellence



BACKGROUND

As a public higher education institution, UC San Diego is responsible for equitably serving its local population and broader community. CREATE at UC San Diego utilizes its unique position to leverage campus resources and provide meaningful opportunities for our local K-12 teachers and students. UC San Diego is an increasingly competitive institution with a limited amount of resources for student outreach. Equity starts with outreach. Local students are struggling to get into UC San Diego. Even within the opportunities that UC San Diego offers, diversity and equity in opportunity is a challenge.

CREATE's proposal was modeled after the UC Irvine's funded multiyear grant titled, "UCI Business/Education/Healthcare/Engineering Pathway Program" which had shown successful outcomes and strong campus support in its first year of implementation. Both proposals leverage the strength of their local Early Academic Outreach Programs (EAOP) which have labored for 47 years to increase equity outcomes through direct student services and are a trusted partner with school administrators. Our proposal addresses equity and access challenges faced by first-generation, low-income, underrepresented students within San Diego and Imperial County by providing the following core services:

- Virtual one-on-one and group career advising specific to each industry area
- In-person "Choosing a Career" events in each industry area connecting students with faculty, student groups, and practitioners
- Mapping local and regional resources in each industry area
- Expanding participation in the SDCOE and Triton Gamers E-Sports Mentoring Program

Our proposal budget reflected awareness and intention around addressing major factors impacting our target population including lack of information, cost or program and transportation, and motivational factors. The Border Regions Talent Pipeline K-16 Collaborative Grant has allowed CREATE to implement our Career Pathways Program (CPP) in collaboration with Enrollment Management and Extended Studies and the support of our campus departments in Engineering, Computing, Business, Health, and Education.

OUR THEORY OF CHANGE

CREATE's Career Pathway's Program (CPP) has developed a thoughtful structure to leverage campus resources and create a community of support for students in their college and career exploration process. This FREE ONLINE program leans on the school networks and student connections of UC San Diego CREATE and EAOP respectively to address the lack of information, prohibitive program costs, and motivation challenges that affect first-generation, low-income, underrepresented students and communities in a way that is both accessible and engaging. Our program utilizes the gamification of our curriculum: one-on-one and group advising from current industry students at UC San Diego, live and recorded content/material, and activities that make them eligible for incentives and certificates at the end of each program cycle. CPP makes use of a carefully designed Discord community and weekly newsletter to generate student conversation around Business, Engineering, Computing, Education, and Health while also exposing them to possibilities they may have not considered.

For many first-generation, low-income, underrepresented students, they lack the networks and trusted information channels for high value guidance and opportunities. Additionally, in an era of immense volumes of information and a post-pandemic world, students yearn for community and connection with their peers. Our hybrid program facilitates access to information and building community around career interests. Our dedicated industry advisors explore, plan, and support students virtually, building an ongoing relationship that guides the students toward their career goals and connects them to resources and opportunities. Our FREE on-campus exploratory "Choosing a Career" event at UC San Diego in each of these industry areas exposes them to faculty and current students at our institution and helps expand their understanding while also getting their questions addressed. Through this hybrid program, we will be able to create a platform that creates and expands equitable access to information, opportunity, and support in the region for students, creating impactful interactions with peers in the respective industry areas, and thus preparing the diverse and inclusive workforce of the future through early exposure, knowledge attainment, and enrichment activities that will develop the knowledge, skills, and abilities required for their particular career path.



PROGRAM DETAILS

CREATE CAREER PATHWAYS PROGRAM (CPP) PATHWAY CERTIFICATE REQUIREMENTS

Students are eligible for certificates during each content cycle. Students must complete the following requirements for each industry pathway they want a certificate in. Students may complete multiple pathways during each content cycle.



ENGINEERING



COMPUTING



BUSINESS



EDUCATION



HEALTH



GENERAL ADVISING

WEBINARS	Pathway Foundations Webinar + 1 Additional Pathway Webinar
GROUP ADVISING	3 Sessions per Pathway
INDIVIDUAL ADVISING	1 Sessions per Pathway
IN-PERSON EVENTS	"Choosing a Career" Pathway Event at UC San Diego
ASYNCHRONOUS ACTIVITIES	All Pathway Activities
SURVEYS	Enrollment Form + Post Survey

Incentive Tiers:

Category	Incentives	Points Required
CPP Extraordinaire	Theme Park Tickets (2) (One Awardee)	3300 points
CPP Scholar	3 Scholarships Opportunity Drawing	1950 points
CPP Star	5 UC San Diego Swag Opportunity Drawing	1500 points
CPP Student	UC San Diego/CPP Decals and Stickers	250 points

INCENTIVE TIER INFORMATION

Students can earn points once they enroll in the Career Pathways Program (CPP). Points are determined based on participation in events, webinars, questionnaires, etc. Each student has the chance to win only one prize. Winners are based on a lottery system. Earn 250 Points (CPP Student) to be placed in a lottery for a chance to win UC San Diego/CPP Decals and Stickers. Earn 1500 Points (CPP STAR) to be placed in a lottery for a chance to win UC San Diego Swag. Earn 1950 Points (CPP SCHOLAR) to be placed in a lottery for a chance to win ONE OF THREE \$200 Scholarships. Earn 3300 Points (CPP EXTRAORDINAIRE) to be placed in a lottery for a chance to win 2 THEME PARK TICKETS. Three different students with 1950 Points can win the CPP SCHOLAR prize. Five different students with 1500 points can win the CPP STAR prize. Winners are decided at the end of each CPP Cycle.

YEAR 1 REVIEW

2023-2024

131
STUDENTS
ENROLLED
IN SPRING

Industry Career Advising

- Hired Program Coordinator, Communications Assistant, Engineering/Computing, and Business Advisors to carry out one-on-one, group advising, develop activities, and build community through our online Discord channel.
- 131 students enrolled in the program during the inaugural Spring 2024 cycle from April 15th, 2024 to June 28, 2024.
- We created:
 - 17 asynchronous activities covering topics from Financial Literacy, Resume Building, Scholarships in Engineering, College and Career Planning and Tips, to Internal and External Improvement.
 - Hosted 15 group advising sessions (5 in Engineering, 5 in Business, and 5 in General Advising) via Zoom.
 - Hosted 3 guest speakers and created 3 pre-recorded industry specific webinars.
 - We offered ongoing one-on-one advising for CPP students.

OUR TEAM



Zoya Hasan
Business Advisor



Shivam Singh
Engineering Advisor



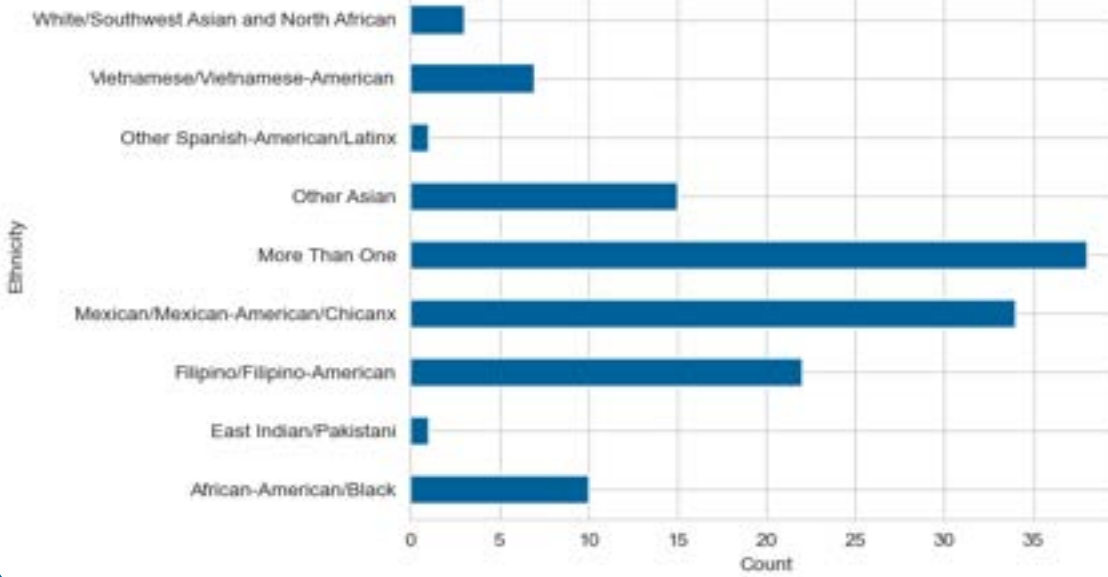
Felipe Delgado
Program Coordinator
& Career Advisor



Pablo Dollero
Communications
Assistant

ENROLLMENT ANALYSIS

Distribution of Student Ethnicities

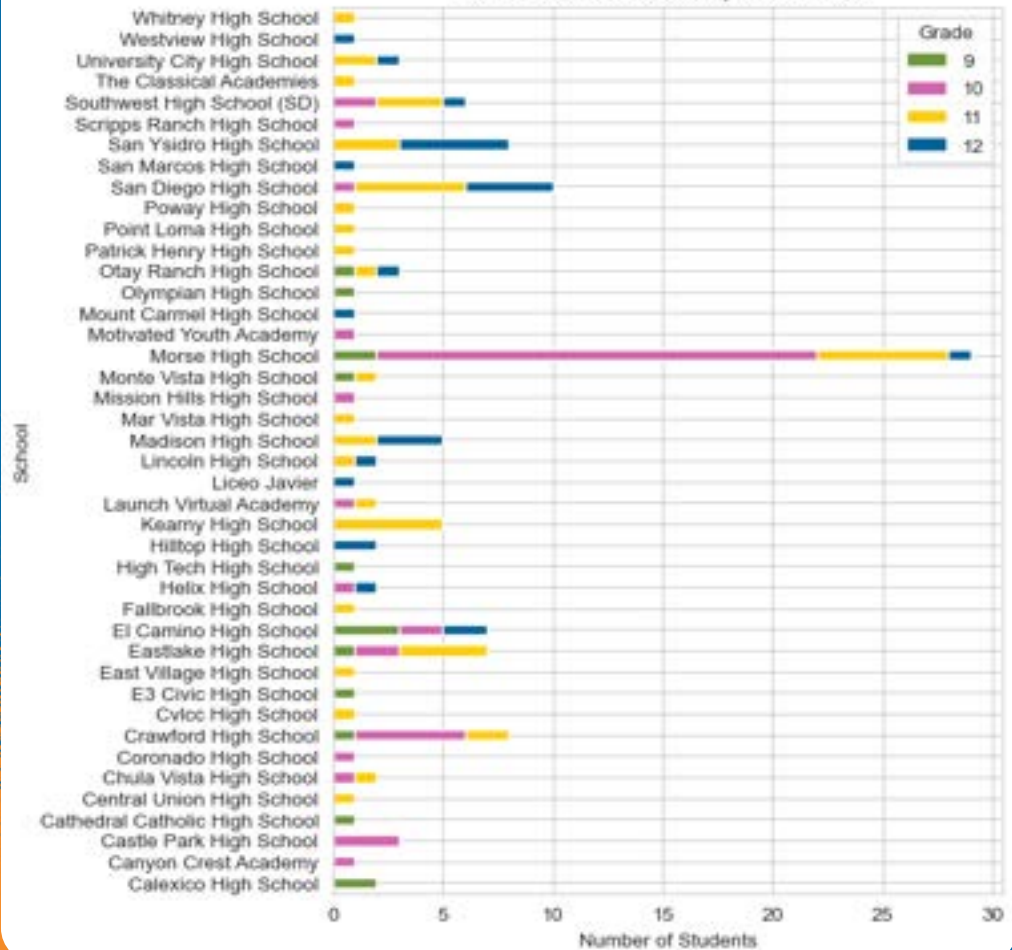


64.88%
OF STUDENTS
WERE FIRST-GEN

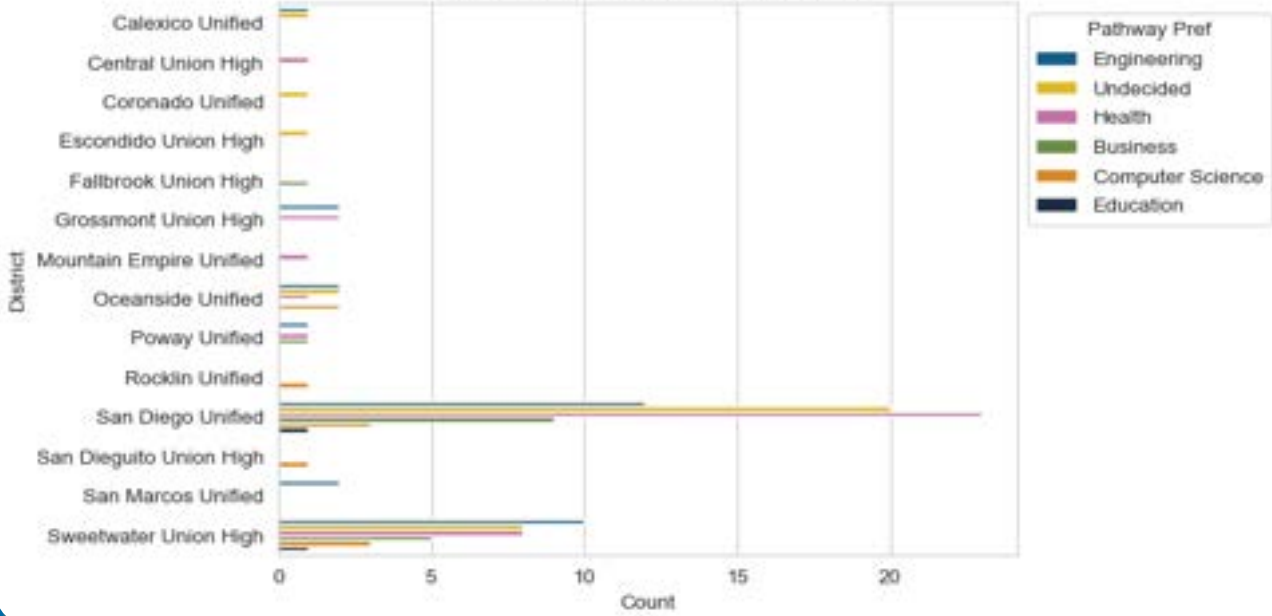
45.81%
OF ENROLLEES WERE
FROM OUTSIDE OUR
SERVICE SITES

54.19%
OF ENROLLEES WERE
FROM EAOP
PARTNERSHIP
SCHOOLS

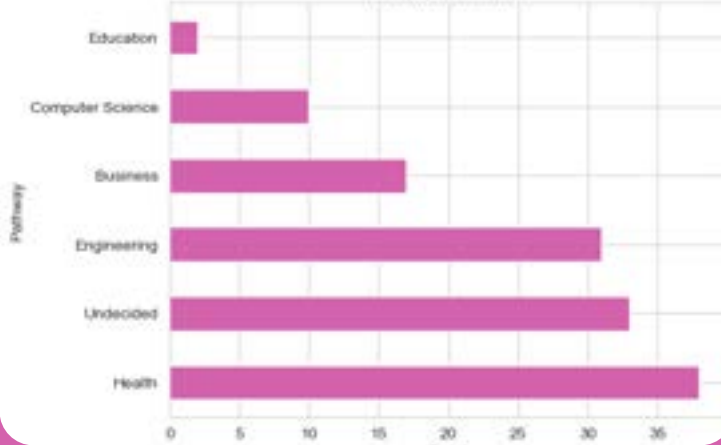
Distribution of Schools by Grade Level



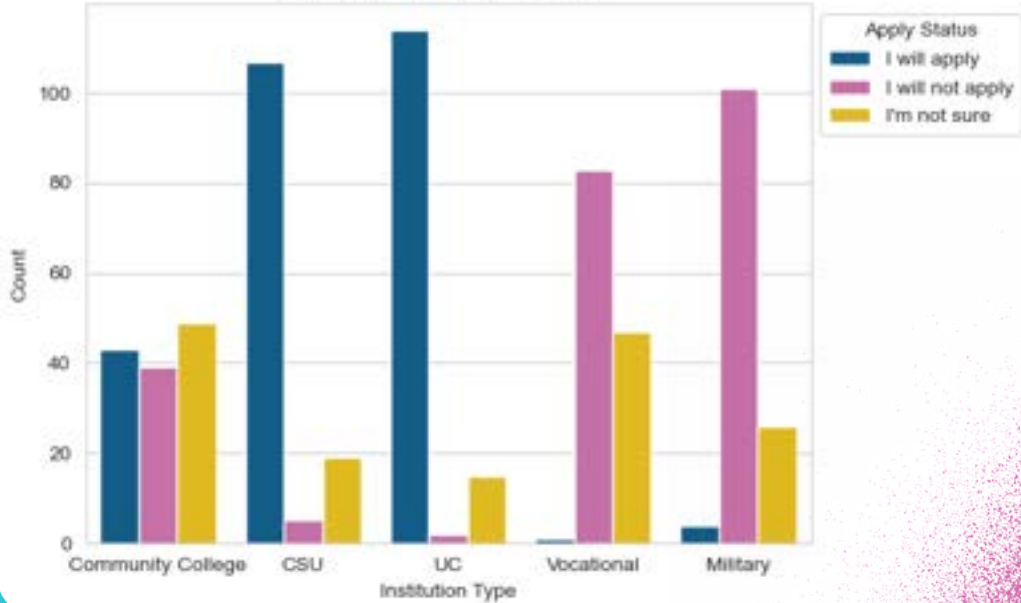
Student Pathway Preference by District



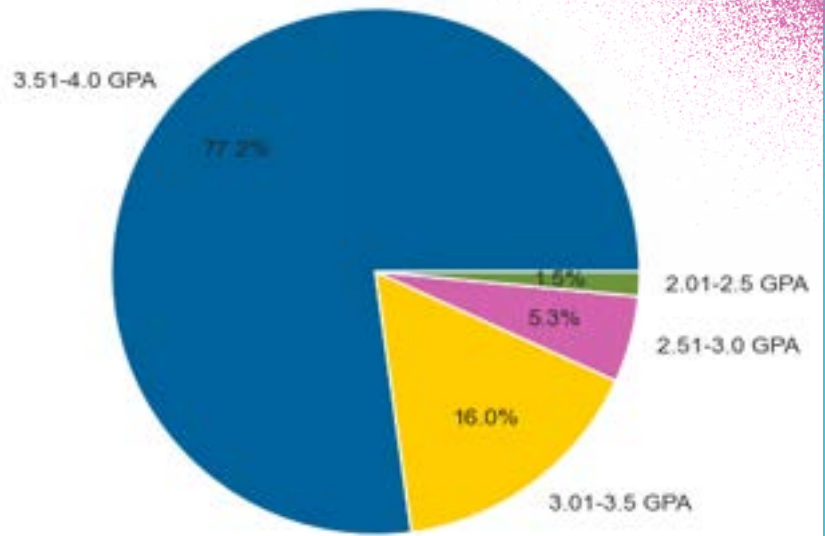
Pathway Preference



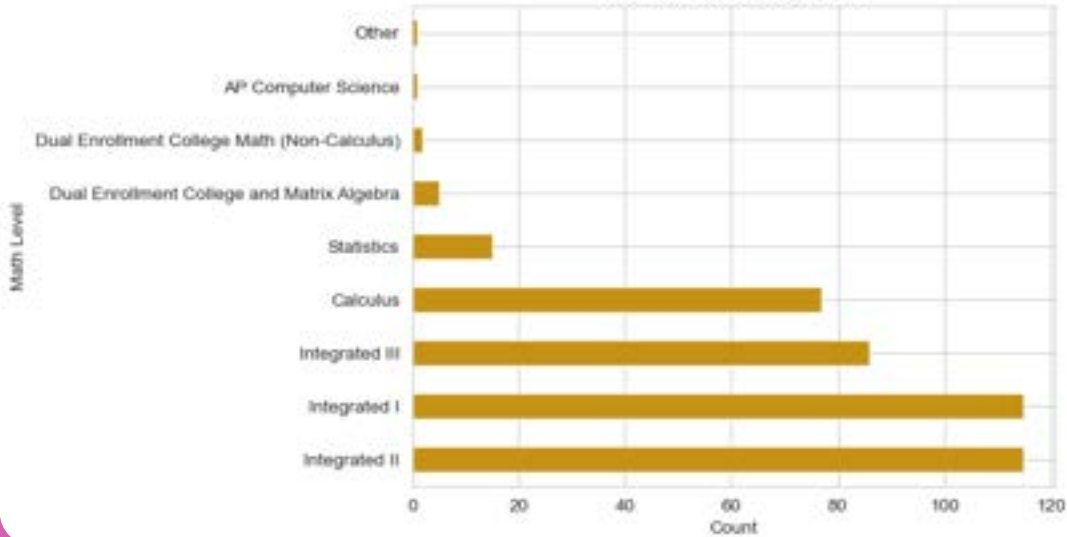
Student Interest by Institution



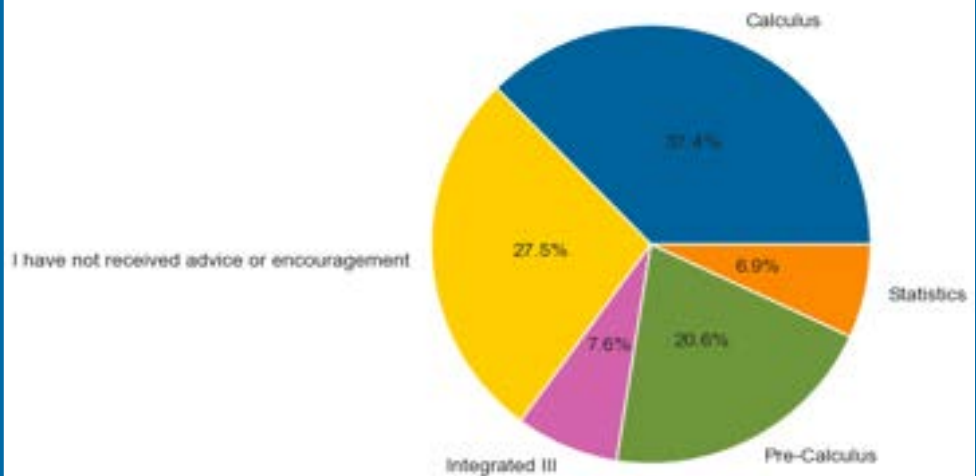
Distribution of Students by GPA Range



Math Courses Completed



Highest Level of Math Encouraged in High School



"CHOOSING A CAREER" EVENTS:

Engineering / Computing

Our Engineering event had 124 registrants and 75 attendees (target was 60). Through our events we engaged 8 on UCSD student groups (5 of which were competition, project based within Jacobs School of Engineering) and 7 Engineering faculty across multiple disciplines.



Business

Our Business event had 105 registrants and 52 attendees (target was 60). We engaged 2 student groups and 6 faculty within the departments of Economics, Urban Studies and Planning, and Management.



Pictured: Professor Gilberto Mosqueda (Structural Engineering) at the Choosing a Career in Engineering event at UC San Diego talking with CPP students



Join the CAREER PATHWAYS PROGRAM (CPP)

**FALL '24 CYCLE STARTS SEPTEMBER 1ST
THROUGH NOVEMBER 30TH. ENROLL TODAY!**

EXPLORE CAREER OPPORTUNITIES
LEARN ABOUT REGIONAL PATHWAYS

GET ONE-ON-ONE SUPPORT FROM A UC SAN DIEGO ADVISOR IN YOUR FIELD OF INTEREST
BUILD COMMUNITY WITH OTHER STUDENTS THROUGH DISCORD AND GROUP ADVISING
COMPLETE PROGRAM REQUIREMENTS TO EARN CERTIFICATES AND ENHANCE YOUR
POSTSECONDARY APPLICATIONS

LEARN MORE AT WWW.CREATECPP.COM
CONTACT: CREATECPP@UCSD.EDU



**FREE PERSONALIZED CAREER ADVISING
FOR HIGH SCHOOL STUDENTS
OFFERING INDUSTRY CERTIFICATES AND PRIZES
THROUGH A DISCORD COMMUNITY.**



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EXTENDED STUDIES

YEAR 2 DELIVERABLES (FY 2024-2025)

● "Choosing a Career" Events (60-150 students) in:

- Business
- Computing
- Engineering
- Health
- Education

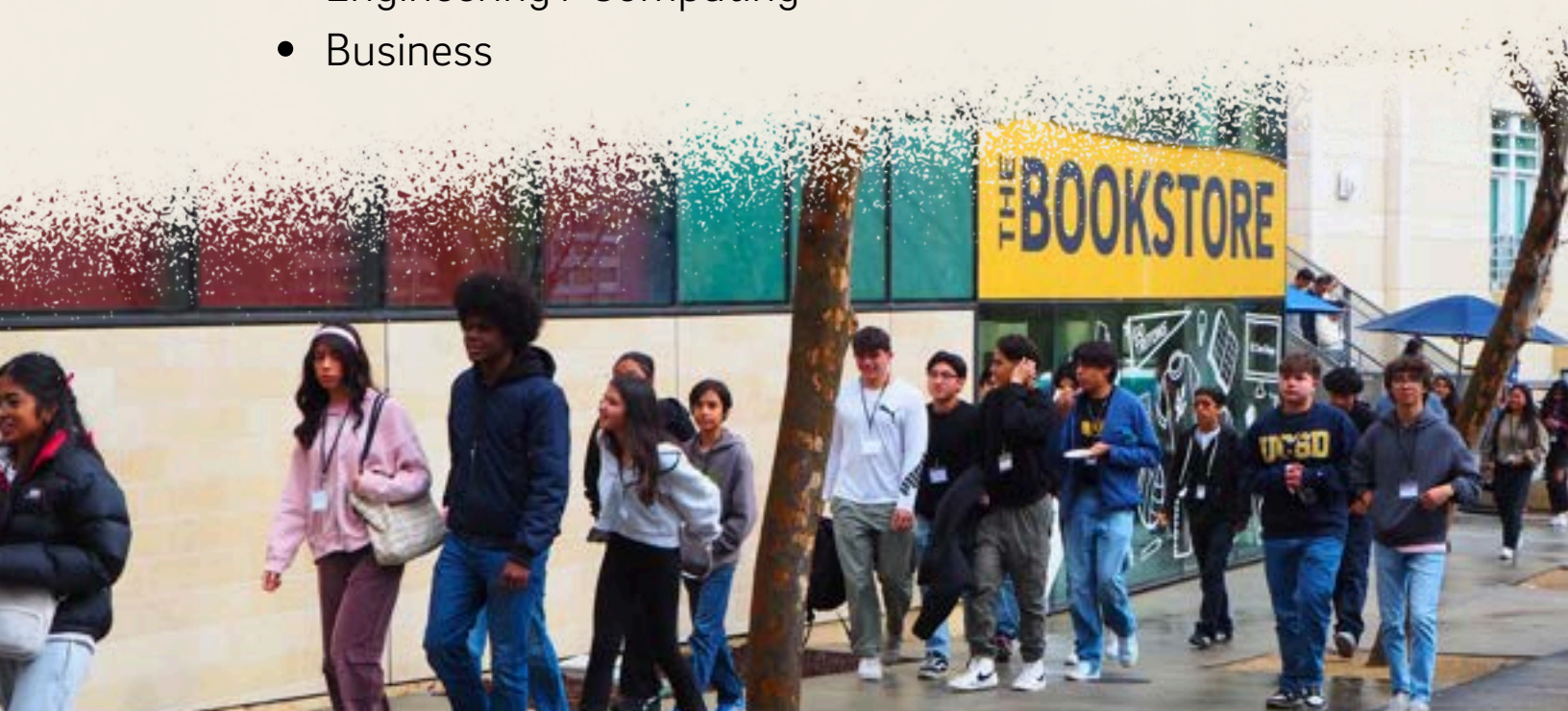
● Weekly advising in:

- Business
- Computing / Engineering
- Health
- Education

● Expanding E-Sports Mentoring Program to 15 more students

● Mapping completed for:

- Engineering / Computing
- Business



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CAREER PATHWAYS PROGRAM

WEBSITE: WWW.CREATECPP.COM

CONTACT: CREATECPP@UCSD.EDU

THANK YOU TO OUR CAMPUS COLLABORATORS:

UC San Diego

SOCIAL SCIENCES

UC San Diego

JACOBS SCHOOL OF ENGINEERING

UC San Diego

SOCIAL SCIENCES

Urban Studies and Planning

UC San Diego

RADY SCHOOL OF MANAGEMENT

UC San Diego

SOCIAL SCIENCES

Economics

idea *engineering
student center*

UC San Diego