

Community and Career Connections Initiative

Sponsored by:

Monsoon Pabrai
Alyssa Liu

Referendum Title:

Community and Career Connections Initiative

Introductory Statement:

The purpose of this referendum is to sustain and expand critical student services that connect students to public service and career opportunities. Currently the Career Center and Public Service Center (PSC) receive only a portion of their budgets from general campus funds with the remainder of their budgets being generated through grants, contracts, and fees. The instability of this funding challenges both Centers in providing students with the consistent and high quality services for which they are widely recognized. Additionally there are significant student benefits to deepening the partnership between the Public Service and Career Centers, yet both organizations currently lack the capacity to collaborate.

We propose a \$18 per student per semester fee be assessed beginning Fall 2017 that will progressively increase by \$3 every year for 5 years ending with a total fee assessment of \$33. Fees will also be assessed at 50% during the summer session. Subject to reaffirmation, the fee will sunset after 10 years, ending in Summer 2027. Additionally 3% of all fees collected will be placed in an impact fund dedicated to improving equity and inclusion in public service and careers which will be made available to students by application.

Background

The Career Center- prepares undergraduates, graduate students, and alumni to make informed decisions about their futures by providing comprehensive resources, programs, and counseling on career development, internships, employment, and graduate school. It is dedicated to providing all student with:

Career Clarity-- the opportunity to identify their career direction

Career Competitiveness -- opportunities to enhance their marketability via real world experiences

Career Connections -- opportunities to engage with alumni and employers

Currently, the Career Center must consistently raise nearly half of its total budget through corporate contracts and student fees for service. This model does not lend itself to either consistency or stability. Importantly, it leaves the Career Center and Berkeley students particularly vulnerable to downturns in the market as corporate dollars that support essential career services shrink at a time when students need them most.

The **Public Service Center** (PSC) connects students, faculty, and communities to promote social justice and transformative social change. Student led programs managed by the PSC include BUILD, Bridging Berkeley, CREATE, Alternative Breaks, the Haas Public Service Leader Program, Cal in the Capital, Cal in Local Government, East Bay Community Builders, the Shinnyo-en Peace Builders Post Undergraduate fellowship, VITA, among others.

Began by students in 1967, each year the PSC supports over 5,000 students in engaging in quality public service locally, statewide, and nationally, while building transferable skills in leadership, project management, facilitation, communications, and self-reflection. Moreover the research shows that service learning and engaged scholarship improves academic achievement, assists in the recruitment and retention of historically underrepresented students, promotes continued civic engagement, builds "soft" skills and emotional intelligence, and can introduce students to new careers and the world of work. For these reasons, several of our peer institutions (e.g. Stanford, Duke, Cornell,) have announced major new initiatives to embed service, engaged scholarship, and other experiential learning into the fabric of their institutions.

The PSC receives only a small portion of its total budget from university general funds with remaining funds coming from grants, contracts, and fees for service. Like the Career Center, each year the PSC must dedicate energy and scarce resources to raising funds to support its core programming; a situation that is not desirable if we are to sustain and expand access to these transformative programs.

Purpose of the Community and Career Connections Impact Fee

These funds will be used to sustain and enhance essential student services in the Career and Public Service Centers, provide funds to explore synergistic partnerships between the Career and Public Service Centers that will hold significant benefits for students, and provide a flexible pool of funds to support student initiated projects aimed at increasing equity and inclusion in the areas of public service and career.

Career Center - Funds will be used to:

- 0 Eliminate \$150 use fee for accessing Career services for 1 year post graduation; currently 1500 recent alumni pay this fee.
- 0 Increase graduate student counselors (2) and other support to graduate students
- 0 Expand the externship program which is a career shadowing program for students and establish a fund to support travel expenses for lower income students
- 0 Increase career counselors (3) for students in the College of Letters and Sciences
- 0 Expand the practice of "mock" interview services for business, engineering, pre-med, and L & S students.
- 0 Establish a career counselor for students who aspire to careers in the non-profit, government, and/or education fields.
- 0 Provide specialized career programming that address the needs of diverse student communities such as Veterans, Students with Disabilities, student parents, underrepresented, re-entry, and LGBTQIA+ students.

Public Service Center - Funds will be used to:

- 0 Expand student internships and leadership programming and coaching.
- 0 Launch campus-wide effort to connect students to quality service engagements across campus departments and disciplines
- 0 Increase the number of stipends and/or work study allotments available for students directing PSC programs
- 0 Expand the Alternative Breaks Program with an emphasis on working in partnership with students to develop trips of interest to historically underrepresented students and subsidize trip expenses for lower income students.
- 0 Increase programming specifically for graduate students by expanding engaged scholarship workshops and opportunities to engage in other PSC programming.
- 0 Strengthen and expand relationships with community partners to engage them as co-educators on and off campus.

Career and Public Service Partnership - These funds would support:

- U** Deepening connections between Career Center and Public Service to increase student access to public service internships
- U** Partnering to increase the number of public service externships and to strengthen advising support to students engaging in externships.
- O** Hosting an annual Public Service Career Fair at no charge to participating organizations.

Breakdown of the Fee

This fee will be assessed for all undergraduate and graduate students starting in Fall 2017 at the rate of \$18 per semester. The fee will increase by \$3 each Fall semester over a 5 year period capping at \$33 per student in Fall 2022. The fee **will** be assessed at half the rate of the prior Spring term for summer session. In accordance with campus policy, thirty three percent (33%) of the fee will be returned to financial aid to help offset the costs of this fee for students eligible for financial aid.

Breakdown of fund allocation per semester

		2017-2018 (academic year)	2018 Summer	2022-2023	2023 Summer (approximation s)
Return to aid	33%	\$5.94	\$2.97	\$10.89	\$5.44
Pooled impact fund for student initiatives	3%	\$.54	\$.27	\$.99	\$.49.5
Career Center	43%	\$7.74	\$3.87	\$14.19	\$7.09
Public Service Center	21%	\$3.78	\$1.89	\$6.93	\$3.46
Total	100%	\$18.00	\$9.00	\$33.00	\$16.50

Oversight of the Fee

Oversight of the fee will be conducted by:

- O** Committee comprised of 2 ASUC Senators, 2 members of the Graduate Assembly, 1 Public Service Center student representatives, 1 Career Center student representatives and 2 ex-officio student members.
- O** Consultation and report to Committee on Student Fees

Oversight and disbursement of pooled impact fund **will** be conducted by an advisory body comprised of ASCU representatives and student and staff representatives from the PSC and Career Centers.

Sunset Clause:

The fee terminates at the end of Summer 2017, 10 years after the passage of this referendum; otherwise, the fee will be subject to reaffirmation via student referendum no later than the Spring 2027 election..

Ballot Language

The following language will be placed on the Spring 2017 ballot for a vote of the student body:

The Community and Career Connections Initiative will ensure that the Career Center and the Public Service Center can expand and enhance access to critical and transformative career and public service opportunities to greater numbers of students, with a particular emphasis on engaging historically underrepresented and low income students. Thirty three percent (33%) of fees will be allocated for financial aid and the fee assessed **will** be \$18 per student per semester beginning in Fall 2017, and will progressively increase by \$3 every year for 5 years ending with a total fee assessment of \$33. Three percent (3%) of fees collected will be placed in an impact fund focused on improving equity and inclusion in public service and career opportunities which will be made available to students by application, fifty percent (50%) of the fee will be assessed during summer sessions and the fee sunsets in 10 years unless reaffirmed by student referendum.

Do you approve this fee?

Estimated Campaign/Marketing Sample Budget for Department-Initiated Referenda

Publicity	Total Cost
Facebook ads/boost posts	\$250
Posters	\$200
Buttons	\$100
Stickers	\$100
Tabling Supplies	\$200
Printing costs	\$150
	Total: \$1,000