



CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO



# Maximizing HETS

Presented by:

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# Agenda

- CSU-San Bernardino Overview
- Information Technology Services Promotion (ITS) Summary 2016
- Career Center Campus Partnerships
- Partnership Career Center - Advising & Academic Services
- Career Center Promotion Plan 2017
- Data Collection 2017

# CSU-San Bernardino Overview

- Fall 2016 student population 20,767
- 15,779 first-time Freshman applied to CSUSB for Fall 2016
- 88% San Bernardino and Riverside Counties 4% from other countries
- 80% First Generation College Students
- 60% Hispanic (HSI)





# GRADUATION INITIATIVE: 2025

IN THE NEXT 10 YEARS...



THE CSU WILL PRODUCE  
**1,000,000**  
MORE GRADUATES

INCREASE THE  
SIX-YEAR GRADUATION  
RATE TO:



INCREASE THE  
GRADUATION RATE  
FOR TRANSFER  
STUDENTS TO:



& CLOSE THE  
ACHIEVEMENT GAP  
FOR LOW-INCOME AND  
UNDERREPRESENTED  
STUDENTS



# HETS: ITS Promotion Methods 2016

- **Print:** HETS section was included in ITS Student Resource Guide
- **Blog:** 2 HETS posts updates
- **Email:** Inclusion in four campus campaigns
- **Video:** “Tech-Hook-up” video <https://youtu.be/ZxyBtbiurjl>
- **Social Media:** Facebook. Reach of 1,2013
- **Bitlink:** used to track blog and printed materials 697 unique clicks recorded.

# HETS: ITS Promotion Summary 2016



**CSUSB Technology Support Center**

Published by John McCoyote [?] · May 16 ·

Thanks to [HETS](#), We have you covered.

The Hispanic Educational Technology Resources ([HETS](#)) Virtual Plaza offers CSUSB students free access to over 300 online practice exams.

You can log-in by visiting <http://infotrac.galegroup.com/default/hets39...>  
See More



470 people reached

Boost Post



**CSUSB Technology Support Center**

Published by John McCoyote [?] · May 10 ·

The Hispanic Educational Technology Resources ([HETS](#)) Virtual Plaza offers CSUSB students free access to over 300 online practice exams including:

SAT  
GMAT  
GRE... See More



733 people reached

Boost Post

Like Comment Share

Patrick Mercado

Top Comments



Write a comment...



**Felipe Baron** Does this work for astb?

Like · Reply · Message · May 10 at 7:18pm

**CSUSB Technology Support Center** Felipe, there are helps on there for the ASTB. Log into the site and enter Aviation Selection Test Battery into the search bar. Good Luck!

Unlike · Reply · 1 · Commented on by John McCoyote [?] · May 12 at 10:09am · Edited



**Felipe Baron** thank you so much

Unlike · Reply · Message · 1 · May 11 at 9:30pm



# HETS: ITS Promotion Summary 2016

https://www.youtube.com/watch?v=ZxyBtbiujl8&feature=youtu.be

**HETS**  
Hispanic Educational Technology Services

Hispanic Educational Technology Services for CSUSB Students Faculty and Staff

CoyoteAdvertising  
Channel settings

1 view

Published on Nov 15, 2016

Category: Education  
License: Standard YouTube License

COMMENTS

Up next

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13 views
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MajorLazerVEVO  
Recommended for you

9:38 AM  
11/15/2016



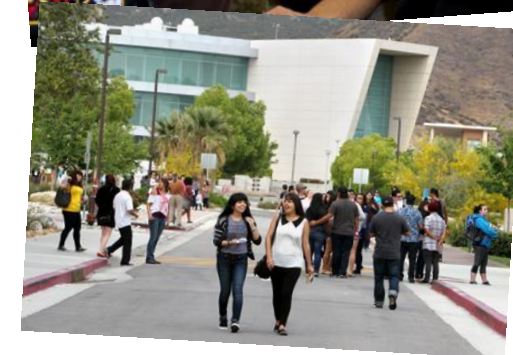
# HETS: Career Center Campus Partnerships 2016

- Curriculum
- Career Counseling Sessions
- Advising & Academic Services

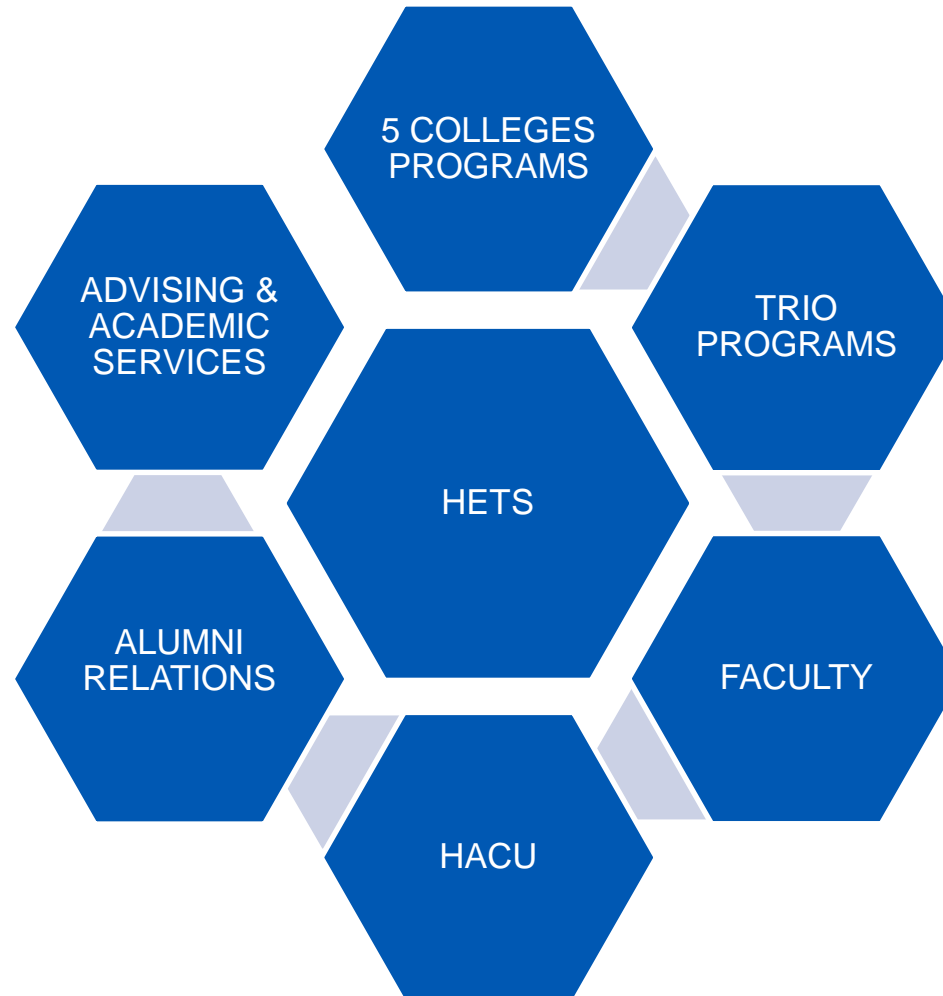


# HETS: Partnership Career Center + Advising & Academic Services

- SOAR (Summer 2015)
- Undeclared Orientation (Fall 2016)
- Undeclared Workshops (Fall 2016)



# HETS: Promotion Plan 2017



# HETS: Data Collection 2017

- Follow Information Technology Services tracking data methods
- Create Survey content for campus partners



# Thank you!

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909-537-5252  
[www.career.csusb.edu](http://www.career.csusb.edu)**