

**Chaffey  College**  
**MacKenzie Scott**  
**Student Support Fund Application**

Title of Project: **Dress for Success: A Personal Shopping Experience**

Application #: **202526-18**

Project Lead: **Raquel Gomez**

Student:

Department: **Student Services & Strategic Communication**

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**SECTION 1: OVERVIEW**

**S1: SCOPE OF PROJECT**

The Career Center at Chaffey College is committed to helping students prepare for their professional journey by providing equitable access to career development resources. While our services currently include résumé and cover letter reviews, as well as interview preparation, many of our students face a significant barrier: the inability to afford professional attire for interviews and career opportunities.

To bridge this gap, we propose the "Dress for Success: Personal Shopping Experience" program. This initiative will provide students with access to professional clothing for interviews, internships, and job opportunities.

Eligible students will meet with a Career Center staff member to select professional attire within a set spending limit. Orders will be placed online and delivered directly to the Career Center, where students can conveniently pick them up. Clothing options may include blazers, dress pants, skirts, shoes, button-up shirts, and other professional pieces to help students "dress for the role they aspire to achieve."

Eligible students must be enrolled at Chaffey College and have a minimum GPA of 2.0. To participate, students must provide proof of a job application, interview invitation, internship, or job offer. Referrals will be accepted from partnering departments such as CARE, CalWORKs, Veterans Services, and other programs that support marginalized or economically disadvantaged student populations.

The Dress for Success program aligns with the Career Center's mission to empower students through professional development, promote social mobility, and remove barriers that may hinder their career success. By equipping students with both the skills and the attire needed to make a strong first impression, we can help them take confident steps toward their future careers.

**S1: TIMELINE** Ongoing

This project is intended to be ongoing, as the need for professional attire among students is continuous. Many Chaffey College students face financial barriers that prevent them from purchasing interview-appropriate clothing each academic year.

Timeline:

**S1: IS THIS AN EXPANSION OF AN EXISTING PROGRAM?** No

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**SECTION 2: PROJECT PLAN****S2: PROJECT OBJECTIVES**

The Dress for Success: Personal Shopping Experience project aims to promote student success, equity, and career readiness by removing financial barriers that limit students' ability to present themselves professionally during job interviews and career opportunities.

Objectives:

Increase Career Readiness:

Equip students with access to professional attire, helping them feel confident and prepared for interviews, internships, and job opportunities.

Promote Equity and Access:

Support students from economically disadvantaged and marginalized backgrounds by providing resources that level the playing field in professional settings.

Strengthen Career Development Services:

Expand the Career Center's current offerings to include attire assistance as a complement to existing résumé, cover letter, and interview preparation services.

Foster Campus Collaboration:

Partner with departments such as CARE, CalWORKs, Veterans Services, and other student support programs to identify and refer eligible students.

Measure Impact and Sustainability:

Collect feedback and participation data to assess the program's effectiveness, demonstrate student outcomes, and guide long-term sustainability efforts.

**S2: KEY DELIVERABLES**

Key Milestones and Deliverables:

Fall 2026 - Program Launch & Pilot Phase

- Finalize program guidelines, referral process, and student eligibility criteria.
- Establish vendor partnerships and determine spending limits per student.
- Develop promotional materials and referral forms in collaboration with partner departments.
- Train Career Center staff on program procedures and student appointment scheduling.

Spring 2027 - Full Implementation

- Begin personal shopping appointments for eligible students.

- Place and receive online clothing orders, ensuring timely delivery to the Career Center.
- Track number of students served, types of clothing purchased, and referral sources.
- Collect initial student feedback through post-service surveys.

#### Summer 2027 - Program Evaluation

- Review participation data and feedback to assess program effectiveness.
- Identify areas for improvement and update program procedures as needed.
- Prepare an annual summary report for review by Career Center leadership and the Board.

#### Ongoing (Beyond Year 1)

- Continue collaboration with partner departments to identify and refer eligible students.
- Maintain records of student participation and program outcomes each semester.
- Evaluate funding sustainability and explore long-term partnerships or sponsorships.

These deliverables will allow the Career Center to track progress, ensure accountability, and continuously enhance the program to meet student needs.

### **S2: STAFFING NEEDS**

No new staffing is required for this project.

The program will be managed by current Career Center staff who are already responsible for student support services, including résumé and cover letter reviews, interview preparation, and career readiness workshops. Staff will incorporate the personal shopping appointments into their existing responsibilities and schedules.

### **S2: SPACE NEEDS**

The Career Center will utilize an existing office space to meet with students for personal shopping consultations. Orders will be delivered directly to the Career Center, where a small storage area or shelving will be needed to securely hold clothing until students are able to pick them up.

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## **SECTION 3: BUDGET OVERVIEW**

**S3: TOTAL AMOUNT REQUESTED: \$16,800**

**S3: PERSONNEL REQUESTS**

	Amount Requested	# of Positions	New or Reassigned
Faculty	\$0	0	N/A
Classified	\$0	0	N/A
Student/STW	\$0	0	N/A

**S3: SUPPLIES AND SERVICES REQUESTS**

	Amount Requested	Details
Equipment	\$0	0
Food	\$0	0
Services	\$200	Marketing materials
Software	\$0	0
Supplies	\$100	Storage Supplies: \$100 for shelving or organizational materials to securely store clothing until student pick-up
Transportation	\$0	0
Travel	\$0	0
Other	\$16,500	Professional clothing: 100 students × \$150 = \$15,000 Shipping costs: 100 orders × \$15 = \$1,500

**S3: BUDGET NARRATIVES AND TOTAL COST OF OWNERSHIP (TCO)**

Funding for the Dress for Success: Personal Shopping Experience will cover professional clothing, shipping, marketing materials, and storage. Marketing and storage supplies will be purchased in Fall 2026, while clothing and shipping costs will occur in Spring 2027 as students are scheduled for personal shopping appointments. All orders will be delivered to and securely stored at the Career Center until students pick them up. Professional clothing is intended for students to retain for ongoing professional use, supporting interviews, internships, and job opportunities. Shelving and storage materials are durable and expected to last multiple years, minimizing recurring costs. Marketing materials will be updated annually to promote the program and reach eligible students.

The primary recurring expense is the clothing and shipping per student each year, which ensures ongoing support for new participants. This budget structure allows the program to be sustainable while providing meaningful, tangible benefits to students.

Total Year 1 Cost: \$16,800 for 100 students.

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## SECTION 4: ALIGNMENT WITH BOARD PARAMETERS

### S4: GREATEST IMPACT

The Dress for Success: Personal Shopping Experience targets students who face financial barriers to accessing professional attire, including those from economically disadvantaged and marginalized populations. Eligible participants are referred to by programs such as CARE, CalWORKs, and Veterans Services, ensuring the project directly serves students with the greatest need.

The program will serve approximately 100 students in its first year, providing professional clothing for interviews, internships, and employment opportunities. This represents a targeted but high-impact population, as these students often lack access to the resources needed to compete equitably in the workforce. By removing financial and logistical barriers, the program empowers students to present themselves confidently, improving their chances of securing career opportunities and advancing social mobility. Through this initiative, the Career Center can make a meaningful difference for students who are often underserved by traditional campus resources, while setting a model for ongoing support that can scale in future years.

### S4: EQUITY FOCUS

The Dress for Success: Personal Shopping Experience promotes equitable student outcomes by directly addressing a barrier that disproportionately affects students from economically disadvantaged and historically underrepresented groups. Many students cannot afford professional attire for interviews, internships, or employment, which can limit their opportunities and career advancement.

By providing professional clothing at no cost, the program ensures that all eligible students regardless of financial background have the tools needed to compete confidently in the workforce. Referrals from programs such as CARE, CalWORKs, and Veterans Services prioritize students from marginalized populations, including first-generation college students, low-income students, and veterans.

This initiative complements existing Career Center services, ensuring that professional development opportunities, including résumé support, interview preparation, and now attire assistance, are accessible to students equitably, helping to reduce disparities in career readiness and long-term social mobility.

### S4: RESOURCE ENHANCEMENT

The Dress for Success: Personal Shopping Experience enhances existing Career Center services by adding a new layer of support that complements, rather than duplicates, current offerings. While students already have access to résumé and cover letter reviews, interview preparation, and career readiness workshops, there is currently no program that provides professional attire for interviews, internships, or employment. This initiative builds on existing resources by ensuring that students are fully prepared to present themselves professionally, combining skills development with appropriate attire. By integrating clothing support with current career services, the program

strengthens the Career Center's holistic approach to student success and career readiness without overlapping with existing campus programs.

#### **S4: COMPLETION OUTCOMES**

The Dress for Success: Personal Shopping Experience supports students' progression toward certificates, milestones, and degrees by removing financial and logistical barriers that can hinder career readiness. By providing professional attire, the program enables students to confidently attend interviews, secure internships, and obtain employment opportunities that often complement or follow program completion.

Access to internships and employment not only reinforces classroom learning but also motivates students to persist in their programs, apply skills in real-world settings, and achieve their academic and career milestones. By equipping students with both the professional skills and attire needed for success, the program accelerates their transition from education to meaningful employment, supporting overall degree and certificate completion rates.

#### **S4: TRANSFER OR EMPLOYMENT OUTCOMES**

The Dress for Success: Personal Shopping Experience directly supports students in securing timely employment or internships, which are critical steps toward living-wage careers. By providing professional attire, the program ensures that students can present themselves confidently during interviews, increasing their chances of obtaining job offers or competitive internships.

Access to professional clothing, combined with Career Center services such as résumé review and interview preparation, helps students move efficiently from academic programs to meaningful employment. This reduces barriers that can delay career entry and positions students for sustainable, living-wage careers immediately after graduation or program completion.

#### **S4: EXPLAIN FEASIBILITY**

The Dress for Success: Personal Shopping Experience is highly feasible due to several key factors:

**Existing Infrastructure:** The Career Center already provides career services, meeting space, and staff experienced in student advising, allowing the program to integrate smoothly with current operations.

**Staff Expertise:** Career Center staff are trained in résumé review, interview preparation, and career readiness, enabling them to guide students effectively through the personal shopping process.

**Partner Support:** Referrals from programs such as CARE, CalWORKs, and Veterans Services ensure that eligible students are identified and supported efficiently.

**Established Vendors:** Online professional clothing retailers with delivery capabilities allow for easy ordering and centralized distribution at the Career Center.

**Clear Guidelines and Budget:** Defined spending limits, eligibility criteria, and a structured timeline provide a realistic plan for implementation and ongoing management.

Together, these factors create a strong foundation for a successful launch, smooth operation, and sustainable growth of the program, ensuring that students receive timely and meaningful support.

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## SECTION 5: EVALUATION

### S5: EVALUATION PLAN

The success of the Dress for Success: Personal Shopping Experience will be measured using both quantitative and qualitative metrics:

Quantitative Measures:

Number of students served each semester.

Number and type of clothing items distributed.

Percentage of students who participate in interviews, internships, or secure job offers after receiving clothing.

Qualitative Measures:

Student satisfaction and confidence levels measured through post-service surveys.

Feedback from Career Center staff and partner departments regarding program effectiveness and student preparedness.

Data will be collected each semester and reviewed annually to assess program impact, identify areas for improvement, and inform decisions about scaling or modifying the program. Success will be defined by students' increased confidence, improved professional presentation, and successful entry into career or internship opportunities.

### S5: MEASURABLE OUTCOMES

The Dress for Success: Personal Shopping Experience will collect both quantitative and qualitative data to assess success:

Data Collected:

- Number of students served each semester.
- Types and quantities of clothing distributed.
- Proof of student job applications, interviews, internships, or job offers.
- Student GPA and enrollment status.
- Student feedback via post-service surveys regarding confidence, preparedness, and satisfaction.

Assessment of Success:

- Success will be measured by increased student confidence and preparedness for interviews.
- The program will track students' progression into internships, job placements, or work-study positions after participation.
- Feedback from students and Career Center staff will inform us of program improvements and sustainability.
- This combination of data ensures the program's impact is measurable and that it effectively supports students in achieving career readiness and equitable outcomes.