In 2015-2016, the Career Center implemented the second year of the three year re-engineering plan powered by the new resources made available from the Student Success Initiative to prepare students for professional success through the integration of career and academic planning, and expanding internships and post-graduate employment opportunities for students. As we continued to deliver a high volume of services to students, employers and departments, we also developed an exciting plan to launch an aggressive employer engagement campaign including all of the eight College Career Specialists. In addition, the Career Center was successful in hiring all of the staff needed to participate in the college-based Student Success Teams in addition to additional staff to further expand Career Center services in employer relations. As a result of staff expansion the center saw an increase in five major areas 1) Job and Internship Listings, 2) Employer Engagement, 3) Career Counseling Sessions, 4) Employer and Student Recruiting Event participation, and 5) Career Workshop and Program offerings and participation. The following themes tell the story of the Career Center’s success in 2015-16:

**Job & Internship Listings** on Titan Connection Jobs Database

<table>
<thead>
<tr>
<th>Positions</th>
<th>Internships</th>
<th>Part-time Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,908</td>
<td>8,219</td>
<td>3,205</td>
</tr>
<tr>
<td></td>
<td>2,401</td>
<td>3,987</td>
</tr>
</tbody>
</table>

Internship employers continued to report that CSUF interns developed significant verbal and written communication skills, time management, computer/technical proficiencies, and leadership skills as a result of their internships. 11% Increase in opportunities compared to previous year.

1,300 Students Earned $10,000,000

Increased in opportunities compared to previous year. Paid internships, summer and part-time positions listed in the Titan Connection system in 2014-15, based on the Summer 2015 employer survey.

**Employer Engagement Initiative** Campaign Launch

The Career center launched the Employer Engagement Initiative that resulted in engagement efforts for 171 targeted employers across each of the eight colleges. Success was measured through eight pre-determined engagement levels for the 171 targeted employers during the 2015-2016 academic year. The first year of this initiative resulted in a total of 202 unique levels of engagement achieved by the efforts of the eight College Career Specialists.

Of the 171 targeted employers, 131 of them visited campus to connect with CSUF students through career fairs, on-campus interviews, workshops, panels, and other various networking opportunities. The Employer Engagement Initiative resulted in a 220% increase in employer engagement among the selected targeted employers when compared to their engagement level from the previous academic year.

**Student Comprehensive** Survey

The Career Center administered the yearly Student Comprehensive Learning Outcome Survey. Below are some highlights gathered from 808 student responses.

<table>
<thead>
<tr>
<th>Strongly Agreed</th>
<th>Moderately Agreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services utilized met expectations</td>
<td>82%</td>
</tr>
<tr>
<td>Other students should utilize Career Center</td>
<td>93%</td>
</tr>
<tr>
<td>Services were a valuable learning experience</td>
<td>92%</td>
</tr>
<tr>
<td>Able to apply knowledge towards career</td>
<td></td>
</tr>
</tbody>
</table>

**Career Advising** and Counseling

<table>
<thead>
<tr>
<th>19,381 LOGINS</th>
<th>7,174 SESSIONS</th>
<th>4,570 STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current and recent graduates logged into the Titan Connection jobs database in the 2015-16 academic year</td>
<td>Career counseling sessions composed of both drop-in sessions (4,146) and scheduled appointments (3,028)</td>
<td>This represents a 10% increase in counseling sessions compared to the previous year.</td>
</tr>
</tbody>
</table>

10% INCREASE
Engaging & Serving Employers

400 students participated in 659 interviews with 28 employers through the On-Campus Recruiting program.

Recruiting Events

Increase in Participation from previous year:
- Employer: 20%
- Student: 27%

474 employers registered for six University-wide and/or targeted career fairs and 3,739 students participated in these events.

Expanding Services and Engagement through Student Success Initiative Support

The Career Center was successful in expanding staff to create a dedicated College Career Specialist for each of the 8 colleges where the Career Center has primary responsibility, including support for the college-based Student Success Teams.

8,140 STUDENTS ENGAGED by College Career Specialists via Career Center Events, Workshops, Employer Information Sessions, Classroom and Department Student Club Presentations and Student Success Collaborations

Preparing Students for the Graduate & Professional School Admissions Process

140 Organizations Participated in the fall 2015 Graduate School EXPO

45 Programs Offered during the Grad School Preparation Weeks initiative in fall 2015

548 Students Participated and engaged in the Grad School Preparation Weeks programs

14% Increase Student participation from previous year

Career Workshops & Programs

87% increase in career education programs, workshops, panel discussions and class presentations.

103% increase in engagement interactions and opportunities with students and our campus.

856 career education and job search preparation programs, workshops, panel discussions, and class presentations

22,309 engagement interactions at events

Building Off-Campus Partnerships

Continued partnership with Spectrum Knowledge, the Career Center at UC Riverside, and Southern California Edison to engage STEM students in an Elevate Forum, Student Addition that provides career advice and networking opportunities with several fortune 500 technology based employers. The 2015-2016 academic year marked the new addition of an Elevate Forum specifically targeted to CSUF and UCR business student majors that provided networking opportunities with employers and recruiters from various business and government related companies.

2016-17 Career Center Plan

- Supporting further integration of students’ career and academic plans though the newly formed Student Success Teams
- Expanding the availability of internships and full-time professional postgraduate positions
- Increasing services to students, colleges, and employers
- Enhancing a campus culture of Student Career Success
- Supporting the goals and objectives of the University and Student Affairs Strategic Plans