INTRODUCTION

Fall 2016 marked the second year of the College Career Specialist Employer Engagement Initiative and continued through the end of the spring 2017 semester. The Employer Engagement Initiative overall goal for the 2016-2017 fiscal year was to increase both the number of paid internships and full-time employment opportunities for CSUF undergraduate and graduate students. The initiative is also in alignment with meeting University Strategic Goal 1, in preparing students for participation in a global society and is responsive to workforce needs. Additionally, the initiative continues to measure accountability efforts for each of the College Career Specialists as it relates to their 40% Employer Outreach responsibilities.

EMPLOYER TARGET LIST

The employer target lists required of each specialist was to have a minimum of 20 employers. The intended purpose is to engage employer targets in one or more "levels of engagement" with the Career Center.

LEVELS OF ENGAGEMENT

1. Career Fairs
2. On-Campus Recruiting
3. Workshop Facilitation
4. Information Session/Office Hours
5. College Engagement
6. Job/Internship Listing(s)
7. Resume Critiques
8. Corporate &/or Career Fair Sponsorships
9. Titan Takeover Job Shadow Program
10. Company Tours

INITIATIVE OUTCOME

<table>
<thead>
<tr>
<th>College of Business &amp; Economics</th>
<th>College of Education</th>
<th>Health &amp; Human Development</th>
<th>Communications</th>
<th>Natural Science &amp; Mathematics</th>
<th>Engineering &amp; Computer Science</th>
<th>Humanities &amp; Social Sciences</th>
<th>College of the Arts</th>
<th>TOTAL</th>
<th>% DIFF</th>
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<tbody>
<tr>
<td>Target Employers Engaged (AY16-17)</td>
<td>17</td>
<td>23</td>
<td>21</td>
<td>29</td>
<td>30</td>
<td>22</td>
<td>26</td>
<td>23</td>
<td>191</td>
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<tr>
<td>Existing Employers Engaged (AY16-17)</td>
<td>14</td>
<td>19</td>
<td>16</td>
<td>15</td>
<td>17</td>
<td>11</td>
<td>20</td>
<td>11</td>
<td>123</td>
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<td>New Employers Engaged (AY16-17)</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>14</td>
<td>13</td>
<td>10</td>
<td>6</td>
<td>12</td>
<td>66</td>
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<tr>
<td>Total # of Engagement Levels (AY15-16)</td>
<td>25</td>
<td>22</td>
<td>27</td>
<td>23</td>
<td>34</td>
<td>39</td>
<td>26</td>
<td>6</td>
<td>202</td>
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<tr>
<td>Total # of Engagement Levels (AY16-17)</td>
<td>41</td>
<td>46</td>
<td>41</td>
<td>57</td>
<td>45</td>
<td>41</td>
<td>57</td>
<td>33</td>
<td>320</td>
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<tr>
<td>Total # of Engagement Levels</td>
<td>66</td>
<td>68</td>
<td>68</td>
<td>80</td>
<td>79</td>
<td>79</td>
<td>83</td>
<td>56</td>
<td>579</td>
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<tr>
<td># of Employers Visiting Campus/ Direct In-Person Connection</td>
<td>15</td>
<td>19</td>
<td>18</td>
<td>28</td>
<td>30</td>
<td>16</td>
<td>17</td>
<td>11</td>
<td>154</td>
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</tbody>
</table>

OVERALL RESULTS

191 Employers from EIGHT College Career Specialists
320 College-Specific Engagement Levels Achieved
154 College-Specific Employer Campus Visits or Direct In-Person Connections
97 Containing CSUF Alum Organizations were Engaged

ENGAGED TARGETED EMPLOYERS

* Below are some examples of the 191 engaged employers