INTRODUCTION

Fall 2017 marked the third year of the employer engagement initiative led by the Career Center’s eight college career specialists. Each of our Career Specialist’s are responsible for producing a portfolio of at least 20 college specific employers to engage each academic year. The purpose of this initiative is to continue increasing the amount of internship and career opportunities available to CSUF students while providing various avenues for students to connect and engage with employers/alumnus.

OVERALL RESULTS

194
EMPLOYERS TARGETED

69
NEW EMPLOYERS ENGAGED

157
EMPLOYER CAMPUS VISITS DIRECT IN-PERSON CONNECTIONS

21
STUDENT COMPANY VISITS AND TOURS

EMPLOYER DEVELOPMENT MODEL

3 CATEGORIES FOR ENGAGEMENT LEVELS

- Foster
  - Outreach to employers
  - Employer site visit
  - Introductory phone calls and emails
  - Recruitment Strategy proposal

- Exposure & Branding
  - Titan Connection job/internship posting
  - Email blast
  - Information Session
  - Career Fair

- Engage
  - Workshop facilitation
  - College engagement
  - Resume critiques/Mock Interviews
  - Job Shadow program/Company-hosted tour
  - On-campus interviews
  - Employer Partnership program

This employer development model identifies target employers and allocates them into one of three categories based on their level of engagement with the Career Center.

Percentages below indicate employer engagement categories based on departments targeted.

<table>
<thead>
<tr>
<th>Category</th>
<th>Business &amp; Economics</th>
<th>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>Arts</th>
</tr>
</thead>
<tbody>
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<td>8%</td>
<td>31%</td>
<td>16%</td>
<td>18%</td>
<td>29%</td>
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<td>14%</td>
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<tr>
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<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>1%</td>
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</tbody>
</table>
EMPLOYER TARGET LIST

8 COLLEGE CAREER SPECIALISTS | 20 EXISTING & NEW EMPLOYERS

The employer target lists required of each specialist is 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.

ENGAGED TARGETED EMPLOYERS

Google On-Campus Engineering Residency

Cal State Fullerton is one of only a handful of universities in California to have a Google Engineering Resident on campus. The Google Engineering Residency program is designed to hone residents’ technical skills, provide programming experience on Google Engineering teams, and offer mentorship opportunities.

Silicon Valley Tech Tour

In May, the Career Center and student veterans embarked on a two-day Silicone Valley tour at the offices of the following companies:

- facebook
- Pinterest
- slack
- coinbase

Targeted Employers

The companies and organizations listed below are some of the 194 targeted employers.