Fall 2015 marked the official launch of the College Career Specialist employer engagement campaign and continued through the end of the spring 2016 semester. The employer engagement campaign's overall goal for the 2015-2016 academic year was to increase both the number of paid internships and full-time employment opportunities for CSUF undergraduate and graduate students. Additionally, the campaign was also intended to create accountability for each of the College Career Specialists to meet their 40% Employer Relations 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.

<table>
<thead>
<tr>
<th>College Career Specialists</th>
<th>Employers (existing &amp; new)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>20</td>
</tr>
</tbody>
</table>

### Eight 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

### 2015-2016 Academic Year Goal

The following chart showcases the outcome of our employer engagement campaign pilot assessed as a result of each of the eight college career specialist's employer engagement efforts.

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Target Employers Engaged (FY15-16)</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>27</td>
<td>29</td>
<td>21</td>
<td>14</td>
<td>171</td>
</tr>
<tr>
<td>Existing Employers Engaged (FY14-15)</td>
<td>19</td>
<td>13</td>
<td>12</td>
<td>13</td>
<td>21</td>
<td>10</td>
<td>11</td>
<td>110</td>
</tr>
<tr>
<td>New Employers Engaged (FY15-16)</td>
<td>1</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>19</td>
<td>10</td>
<td>61</td>
</tr>
<tr>
<td>Existing Engagement Levels w/ Employer Target List (FY14-15)</td>
<td>37</td>
<td>35</td>
<td>15</td>
<td>15</td>
<td>6</td>
<td>12</td>
<td>22</td>
<td>159</td>
</tr>
<tr>
<td>Engagement Levels Achieved w/ Employer Target List (FY15-16)</td>
<td>25</td>
<td>22</td>
<td>27</td>
<td>23</td>
<td>34</td>
<td>39</td>
<td>26</td>
<td>202</td>
</tr>
<tr>
<td>Difference of Engagement Levels From Previous Year (percentage)</td>
<td>-32%*</td>
<td>-37%*</td>
<td>80%</td>
<td>53%</td>
<td>466%</td>
<td>225%</td>
<td>18%</td>
<td>N/A*</td>
</tr>
<tr>
<td>Total Engagement Levels Combined (FY14-15,15-16)</td>
<td>62</td>
<td>57</td>
<td>42</td>
<td>38</td>
<td>40</td>
<td>51</td>
<td>48</td>
<td>23</td>
</tr>
<tr>
<td>Employer Campus Visits (FY15-16)</td>
<td>16</td>
<td>17</td>
<td>13</td>
<td>14</td>
<td>26</td>
<td>21</td>
<td>18</td>
<td>6</td>
</tr>
</tbody>
</table>

*Negative percentages reflected above were due to the chosen number of “existing” employers from the FY14-15 to engage during the FY15-16 that were already highly engaged in not only services provided by the “central career center” but also engaged with decentralized “centers” in MBCE. The COE is challenged with engaging school districts to participate in activities outside of job fairs due to their preferences in hiring.

*N/A under the % difference column is reflective of the College of Arts Specialist not having started on this assignment at the beginning of the fiscal year 15-16 due to a later spring semester appointment start with the Career Center.
Overall Results

171 Employers from EIGHT College Career Specialists engaged at one or more of the eight levels

202 Unique College-Specific Engagement Levels Achieved

131 College-Specific Unique Employer Campus Visits

Engaged Targeted Employers

- Google
- Facebook
- Viacom
- Travelers
- Hulu
- Northrop Grumman
- Segerstrom Center for the Arts
- Enterprise
- Disney
- NBC
- Kaiser Permanente
- Macy's
- City of Hope
- Peace Corps
- City Year
- Grainger Industrial Supply