The Career Center strives to provide services and programs that prepare students for participation in a global society and is responsive to workforce needs. In this Annual Report, we have compiled data points throughout all aspects of engagement with both students and employers.

The following sections of the Annual Report are shown below. Click on a specific report below to advance to that section.
The Career Center continued to see an increase in the following areas: 1) Career Counseling and Advising, 2) Workshops and Presentations, 3) Employer Recruiting Events, and 4) Employer Engagement.
### HIGHLIGHTS OF STUDENT LEARNING OUTCOMES

Students reported they Strongly Agreed and Moderately Agreed that the Career Center Services impacted their ability to:

- Explain how major is related to career opportunities: 56%
- Write an effective resume: 85%
- Conduct an Internship search: 72%
- Conduct a Job search: 74%
- Understand graduate/professional school application process: 78%
- Develop an effective cover letter: 66%
- Prepare for an interview: 58%
- Develop an effective personal statement: 57%
- Interview for graduate/professional school programs: 39%
- Help with Internships: 31%
- Help with job search: 49%
- Help with a class assignment: 30%
- Help with a job search: 58%
- Help with career planning: 32%
- Help with academic & career plans: 32%
- Help with a class assignment: 32%
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EMPLOYER ENGAGEMENT INITIATIVE

Fall 2018 marked the fourth year of the employer engagement initiative led by the Career Center’s eight college career specialists*. Each of the College Career Specialists 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

170 EMPLOYERS TARGETED | 67 NEW EMPLOYERS TARGETED | 116 EMPLOYER CAMPUS VISITS | 116 STUDENT COMPANY VISITS & TOURS

EMPLOYER DEVELOPMENT MODEL

Categories for Engagement Levels

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:

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

Percentages below indicate employer engagement categories based on industries targeted:

- Business & Economics: 46%
- Education: 9%
- Health & Human Development: 60%
- Communications: 29%
- Natural Science & Mathematics: 34%
- Arts: 61%
- Engineering & Computer Science: 21%
- Humanities & Social Sciences: N/A*

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 RESIDENCY - YEAR 2

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 Silicon Valley tour at the offices of the following companies:

Targeted Employers

The companies and organizations listed below are some of the 170 targeted employers.

- Southern Glazer’s Wine & Spirits
- Netflix
- CBS
- Pixar Animation Studios
- Disney
- Pixar
- Enterprise
- Montrose Environmental
- Edwards
- Choc Childrens
- Orange County Head Start
CSUF EMPLOYER HIRING TRENDS

A survey was sent out to 4,636 in July 2019 to gather information regarding the number of CSUF students hired, average hourly salary for the positions and career readiness competencies.

JOBS AND PAID INTERNSHIPS POSTED ON TITAN CONNECTION

11,563 POSITIONS POSTED 3,747 UNIQUE EMPLOYERS

116 HIRED A CSUF STUDENT FOR UNPAID ACADEMIC CREDIT INTERNSHIP

16 OFFERED CSUF ON-CAMPUS EMPLOYMENT

4 OFFERED UNPAID/STIPEND VOLUNTEER/COMMUNITY SERVICE POSITION

EMPLOYERS FROM SEVEN MAIN INDUSTRIES

25% BUSINESS SERVICES

7% ART & ENTERTAINMENT

11% SOCIAL SERVICE & NON-PROFIT

29% EDUCATION

4% ENGINEERING

29% SCIENCE

10% GOVERNMENT

EMPLOYERS FROM SEVEN MAIN INDUSTRIES

RESPONDENTS WHO HIRED A CSUF STUDENT

760 EMPLOYERS RESPONDED IN WHICH APPROXIMATELY

439 HIRED A CSUF STUDENT

NUMBER OF EMPLOYEES IN ORGANIZATIONS

8% OVER 5,000

13% 1,000 - 4,000

5% 500 - 999

19% 100 - 499

13% 50 - 99

42% UNDER 50

THE AVERAGE WAGES BY SECTOR FOR CSUF HIRES

<table>
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<tr>
<th>SECTOR</th>
<th>BUSINESS Hires</th>
<th>GOVERNMENT Hires</th>
<th>EDUCATION Hires</th>
<th>SCIENCE Hires</th>
<th>ART/DESIGN Hires</th>
<th>ENGINEERING Hires</th>
<th>SOCIAL SERVICES Hires</th>
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<td>$28</td>
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<tr>
<td>INTERNSHIP</td>
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<td>$17</td>
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</table>

CAREER READINESS COMPETENCIES

CORE SKILLS OF FOCUS

CSUF student hires display the following Career Readiness Competencies according to employers that reported they hired a CSUF student.

- Students overall performance: Very Satisfied or Moderately Satisfied
- Oral/Written Communication Skills: Moderately or Strongly agree
- Critical Thinking/Problem Solving: Moderately or Strongly agree
- Teamwork/Collaboration Skills: Very Satisfied or Moderately Satisfied
- Career Management Skills: Moderately or Strongly agree
- Digital Technology Skills: Very Satisfied or Moderately Satisfied
- Professionalism/Work Ethic Skills: Very Satisfied or Moderately Satisfied
- Leadership Skills: Very Satisfied or Moderately Satisfied

EMPLOYABILITY OF CSUF STUDENTS COMPARED TO OTHER UNIVERSITIES

85% EMPLOYERS RATED CSUF STUDENTS W/ A HIRABLE RATING 7 AND ABOVE

LEVEL OF SATISFACTION: JOB/INTERNSHIP PERFORMANCE OF CSUF STUDENTS

72% VERY SATISFIED

25% MODERATELY SATISFIED

1% UNABLE TO JUDGE

1% MODERATELY DISSATISFIED

1% VERY DISSATISFIED
2019 STUDENT EVALUATION
150 STUDENTS PARTICIPATED

MAJOR BREAKDOWN
- Business & Economics: 44%
- Engineering & Computer Science: 17%
- Humanities & Social Science: 15%
- Natural Science & Mathematics: 8%
- Communications: 6%
- Health & Human Development: 9%
- Arts: 1%

CLASS PARTICIPATION
- Freshman: 3%
- Sophomore: 6%
- Junior: 30%
- Senior: 51%
- Graduate: 8%
- Alumni: 1%

STUDENT TESTIMONIALS
- A fantastic experience. I was able to shadow an engineer in upper management and he had plenty of advice from interviewing to team success strategies. Being able to take away the stress of interviewing and just learn about a new profession was the most valuable to me.
- I found every aspect of my job shadow to be very valuable. I got to experience the overall culture of the company and working environments.
- It was all I could have asked for, and more! I was able to sit and talk to the Sr Graphic designer at Live Nation ... and he was so insightful and informative. He really took his time showing me everything and even reviewed my portfolio!
- I had the opportunity to socialize with the VP and the CEO!

2019 EMPLOYER EVALUATION
52 EMPLOYERS PARTICIPATED
82 SHADOWING OPPORTUNITIES

EMPLOYER TESTIMONIALS
- Overall experience with CSUF students during Titan Takeover: 93%
- Willing to host another student for Titan Takeover next year: Yes 80%, Maybe 18%
- Consider extending an internship and/or career opportunity: 41%
- MET OR EXCEEDED EXPECTATIONS

Some of the participating organizations include:
- TRAVELERS
- CINTAS
- CBRE
- RICHARDS NIXON
- UNISYS
- Prudential
- Foresters
- bakertilly
- GARMIN
- BOX OF STYLE
- Zoom
- Cal State Fullerton

Titan Takeover has provided huge benefits for the students at Cal State Fullerton. I would like to keep the relationships with the students and hire them as a full-time associate at our firm upon their graduation.

The Titan Takeover was an excellent way to build a positive working relationship with Cal State Fullerton and its students.
COLLEGE OF ENGINEERING & COMPUTER SCIENCE

UNIQUE STUDENTS | STUDENT APPOINTMENTS
------------------|-------------------
653               | 494               

STUDENT SUCCESS CENTER DROP-INS
TOTAL

74

CAREER CENTER APPOINTMENTS

STUDENT APPOINTMENTS

WORKSHOPS & INFO SESSIONS

CAREER FAIRS

COMPUTER SCIENCE
ENGINEERING

MECHANICAL ENGINEERING

ELECTRICAL ENGINEERING

SOFTWARE ENGINEERING

CIVIL ENGINEERING

SOFTWARE ENGINEERING

39%

13%

15%

3%

CAREER FAIR ATTENDANCE

WORKSHOP & INFO SESSION ATTENDANCE

COMPUTER SCIENCE

ENGINEERING

MECHANICAL ENGINEERING

ELECTRICAL ENGINEERING

SOFTWARE ENGINEERING

CIVIL ENGINEERING

SOFTWARE ENGINEERING

81%

22%

18%

15%

7%

6%
**Major Representation**

- Public Relations: 22%
- Cinema Television Arts: 13%
- Advertising: 19%
- Entertainment Studies: 11%
- Journalism: 10%
- Communications: 9%
- Other: 5%
- Comm Disorders: 4%
- Comm Studies: 5%

**Collaboration**

- 1,323 Students Attended
- 8 Department Collaborations

**Employer Engagement, Site Visits & Participation**

- H&M, Knowledge Networks, CAA, HBO, Universal, Disney, Paradigm Talent Agency, WGA, KIA, Houzz

**Career Center Appointments**

- College of Communications: 1,301
- College of Business & Economics: 339

**Student Success Center Drop-Ins**

- College of Communications: 46
- College of Business & Economics: 6

**Unique Students**

- College of Communications: 1,603
- College of Business & Economics: 535

**Career Center Workshops, Information Sessions, Career Fairs**

- College of Communications:
  - Workshops & Info Sessions: 291 (20 Students Attended)
  - Career Fairs: 160 (9 Students Attended)
- College of Business & Economics:
  - Workshops & Info Sessions: 1,224 (9 Students Attended)
  - Career Fairs: 248 (8 Students Attended)
  - Classroom Presentations: 315 (8 Student Org Workshops)

**Career Fair Attendance**

- College of Communications:
  - Workshops & Info Sessions: 629 (86 Students Attended)
  - Career Fairs: 761 (29 Students Attended)
- College of Business & Economics:
  - Workshops & Info Sessions: 552 (70 Students Attended)
  - Classroom Presentations: 80 (2 Student Org Workshops)

**Business Career Expo Attendance**

- Students: 552
- Organizations: 70
The Career Center at Cal State Fullerton utilizes analytics and metrics to assess key data points throughout all aspects of engagement and touch points to better improve our resources and services to help students succeed in their career journeys. While numbers don’t tell the complete story on the efficacy of our initiatives, they provide a baseline to assess what we do on an annual basis and try to improve year-over-year.