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 (shown on the next page) 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.

### General Data

**Usage**

- **7,262** unique users

**Gender**

- **57.5%** female
- **41.9%** male

**College**

- **16.3%** Non-Degree
- **14.3%** CS
- **13.9%** Cal Arts
- **10.5%** GS
- **8.6%** Comm
- **7.8%** ECS
- **7.5%** BME
- **5.9%** CBE
- **5.3%** Comm
- **5.3%** EDU
- **5.1%** Other

**Ethnicity**

- **24.4%** White
- **22.4%** Asian
- **21.7%** Hispanic
- **17.7%** Black
- **17.6%** Other

**Parent Education**

- **13.0%** Parent Graduated College
- **28.1%** Parent Attended Some College
- **20.8%** First Generation College Student
- **13.2%** Unknown

**Career Advising & Counseling**

- **25,651** Titan connection logins
- **4,159** unique students

**Workshops & Presentations**

- **618** combined workshops & presentations
- **21,862** combined touchpoints at events

**Drop-in Counseling**

- **3,325** appointments

**Combined Workshops & Presentations**

- **2,785** scheduled appointments

**Career Expos**

- **535 employers**
- **3,294** students

**Jobs & Internships Listings**

- **12,897** positions
- **4,949** full-time opportunities
- **3,626** part-time opportunities

**Employer Recruiting Events**

- **535 employers** hiring
- **3,294** students participated

**On-Campus Recruiting Engagement**

- **332** students
- **970** interviews
- **45** employers

**Year over Year Increase**

- **9.6%** students
- **11.0%** interviews
- **28.6%** employers

**Career Advising & Counseling**

- **2,785** scheduled appointments

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- **11.0%** interviews
- **28.6%** employers
STUDENT ANNUAL REPORTS STUDENT SURVEY

**OVERALL HIGHLIGHTS**

- **TOP FIVES**
  - Preferred Method of Receiving Career Info
    - 61% Titan Connection-Jobs Database
    - 43% Virtual Online Appointments
    - 31% Peer to peer advising
  - Top Utilized Career Services
    - 79% In-person one-on-one sessions
    - 44% Expert advice (industry experts, etc)
    - 39% Titan Connection-Resume Builder
  - Most Utilized In-Person Services
    - 50% Help with Job Search
    - 48% Help with Internships
    - 46% Career Exploration
  - Most Utilized Career Services
    - 59% Titan Connection-Jobs Database
    - 39% Virtual Online Appointments
    - 31% Peer to peer advising
  - Most Utilized Career Specialist
    - 66% Help with Job Search
    - 46% Help with Internships
    - 46% Career Exploration

- **OVER THE PAST YEAR**
  - Part Time Positions
    - Applied for one or more part-time jobs: 63%
    - Interviewed for one or more part-time jobs: 46%
    - Have been offered one or more part-time jobs: 35%
    - None of the above: 30%
  - Full Time Positions
    - Applied for one or more full-time jobs: 40%
    - Interviewed for one or more full-time jobs: 24%
    - Have been offered one or more full-time jobs: 17%
    - None of the above: 56%
  - Internships
    - Applied for one or more internships: 77%
    - Interviewed for one or more internships: 50%
    - Have been offered one or more internships: 43%
    - None of the above: 17%
  - Grad School Programs
    - Applied for a graduate or professional school program: 34%
    - Interviewed for a graduate or professional school program: 15%
    - Accepted one or more graduate or professional school program: 19%
    - None of the above: 64%

**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: 86%
  - Write an effective resume: 84%
  - Conduct an internship search: 76%
  - Understand graduate/professional school application process: 76%
  - Conduct a job search: 75%

- **Career Specialist and Counseling Appointments**
  - Met with a career specialist this past academic year (1-2 times): 57%
  - Meeting with Career Specialist was a valuable learning experience: 73%
  - Career Specialist provided valuable career options based on interests and major: 66%
  - Career Specialist provided insightful industry information that was related to major and interests: 65%

**AREAS OF IMPROVEMENT**

- More individual appointment availability: 53%
- More online webinars: 31%
- More employer events: 39%
- More services visible on campus: 29%
- More Behind-the-Scenes company tours & off-campus site visits: 34%
- More events geared toward graduate students: 25%
- More live streaming of events and programs: 32%
- More events geared toward international students: 20%
- More evening workshops: 32%
- Other: 4%

**DEMOGRAPHICS OF SURVEY RESPONDENTS**

- **Gender**
  - Male: 51.1%
  - Female: 48.9%
- **College**
  - Parent Graduated College: 28%
  - Child Graduated College: 23%
  - Both Graduated College: 17.7%
  - Neither Graduated College: 36%
- **Ethnicity**
  - African American: 2.6%
  - Hispanic: 8.8%
  - Asian: 1.0%
  - Native Hawaiian or Other Pacific Islander: 3.4%
  - Non-Degree: 17.8%
EMPLOYER ENGAGEMENT INITIATIVE

Fall 2019 marked the fifth 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

228 EMPLOYERS TARGETED
73 NEW EMPLOYERS TARGETED
189 EMPLOYER CAMPUS VISITS
92 ALUMNUS ENGAGED

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 critique/Mock interviews
  - Job Shadow program/Company-hosted tour
  - On-campus interviews
  - Employer partnership program

Percentages below indicate employer engagement categories based on industries targeted.

- **FOSTER**
  - 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

- **EXPOSURE & BRANDING**
  - Business & Economics: 46%
  - Education: 60%
  - Health & Human Development: 8%
  - Communications: 46%
  - Natural Science & Mathematics: 34%
  - Arts: 17%
  - Engineering & Computer Science: 24%
  - Humanities & Social Sciences: N/A

- **ENGAGE**
  - Business & Economics: 6%
  - Education: 31%
  - Health & Human Development: 32%
  - Communications: 25%
  - Natural Science & Mathematics: 32%
  - Arts: 22%
  - Engineering & Computer Science: 55%
  - 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

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

- 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.

COMPANY TOURS

TARGETED EMPLOYERS

The companies and organizations listed below are some of the 228 targeted employers.
A survey was sent out to employers in July 2019 to gather information regarding the number of CSUF students hired, average hourly salary for the positions and career readiness competencies.

**Employers Responded**

215 employers responded in which approximately 215 hired a CSUF student.

**Positions Posted**

12,897 positions posted on Titan Connection.

**Respondents Who Hired a CSUF Student**

63 hired a CSUF student for an unpaid academic credit internship.

**Employers from Six Main Industries**

- Business: 33%
- Engineering: 13%
- Health/Science: 14%
- Entertainment: 7%
- Government/Non-Profit/Social Service: 19%
- Education: 15%

**Core Skills of Focus**

- Critical Thinking/Problem Solving: 98% agree
- Teamwork/Collaboration Skills: 98% agree
- Career Management Skills: 99% agree
- Global/Intercultural Fluency: 96% agree
- Digital Technology Skills: 92% agree
- Professionalism/Work Ethic Skills: 93% agree
- Leadership Skills: 89% agree

**Employability of CSUF Students Compared to Other Universities**

89% employers rated CSUF students with above average rating.

**Level of Satisfaction: Job/Internship Performance of CSUF Students**

- Very Satisfied: 66% of employers
- Moderately Satisfied: 31% of employers
- Unable to Judge: 1% of employers
- Moderately Dissatisfied: 2% of employers
- Very Dissatisfied: 1% of employers

**Employees Rated CSUF Students with a Hireable Rating and Above**

- 1% Not Employable
- 0% Highly Employable

**Hiring Trends**

CSUF employer hiring trends

<table>
<thead>
<tr>
<th>Sector</th>
<th>Full-Time</th>
<th>Part-Time</th>
<th>Intern</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>291 hires</td>
<td>51 hires</td>
<td>112 hires</td>
<td>454</td>
</tr>
<tr>
<td>Government/Non-Profit/</td>
<td>117 hires</td>
<td>32 hires</td>
<td></td>
<td>149</td>
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<tr>
<td>Social Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health/Science</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**The Average Wages by Sector for CSUF Hires**

- Full-Time: $23, $17, $25, $22, $28, $24
- Part-Time: $16, $15, $14, $16, $21, $16
- Intern: $20, $15, $16, $15, $20, $19

**Number of Employees in Organizations**

- 11% over 5,000
- 6% 1,000 - 4,000
- 7% 500 - 999
- 17% 100 - 4,999
- 9% 50 - 99
- 51% Under 50
<table>
<thead>
<tr>
<th>College Reports</th>
<th>Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Engineering &amp; Computer Science</td>
<td>18 Communication</td>
</tr>
<tr>
<td>15 Business and Economics</td>
<td>19 Humanities and Social Sciences</td>
</tr>
<tr>
<td>16 Natural Science &amp; Mathematics</td>
<td>20 Health and Human Development</td>
</tr>
<tr>
<td>17 Education</td>
<td>21 The Arts</td>
</tr>
</tbody>
</table>
### College of Engineering & Computer Science

<table>
<thead>
<tr>
<th>Career Center Appointments</th>
<th>Unique Students</th>
<th>Student Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>494</td>
<td>74</td>
</tr>
</tbody>
</table>

**Career Center Workshops & Information Sessions**

- **Students Attended**: 388
- **Workshops & Info Sessions**: 7

**Career Fair Attendance**

- **Students Attended**: 1,218
- **Career Fairs**: 10

**Workshop & Info Session Attendance**

- **Computer Science**: 81%
- **Mechanical Engineering**: 22%
- **Civil Engineering**: 18%
- **Electrical Engineering**: 15%
- **Software Engineering**: 7%

### College of Business and Economics

<table>
<thead>
<tr>
<th>Career Center Appointments</th>
<th>Unique Students</th>
<th>Student Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>397</td>
<td>472</td>
</tr>
</tbody>
</table>

**Career Center Appointments**

- **Total**: 67

**Career Fair Attendance**

- **Students Attended**: 482
- **Workshops & Info Sessions**: 50
- **Career Fairs**: 10

**Workshop & Info Session Attendance**

- **Pre Business**: 23%
- **Accounting**: 19%
- **Marketing**: 10%
- **Information Systems**: 7%
- **Entertainment Hospitality**: 3%
- **Business Analytics**: 3%
- **General Management**: 3%
- **Human Resources**: 2%
- **Business Administration**: 2%
- **Business Economics**: 2%
- **Joint Marketing & Info Systems**: 2%
- **Operations**: 2%

*Majors under 2% are not represented in these charts.*

**Employer Engagement, Site Visits & Participation**

- **Google**, **Lyft**, **Taco Bell**, **Northrop Grumman**, **CoStar Group**

**Employer Engagement, Site Visits & Participation**

- **mazda**, **Ultimate Software**, **Marsh**, **BEHR**, **Microsoft**, **Pacific Advisors**, **Bank of America**
### COLLEGE OF NATURAL SCIENCE & MATHEMATICS

<table>
<thead>
<tr>
<th>Unique Students</th>
<th>Student Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td>246</td>
<td>333</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Success Center Drop-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 TOTAL</td>
</tr>
</tbody>
</table>

### CAREER CENTER APPOINTMENTS WORKSHOPS INFORMATION SESSIONS CAREER FAIRS

- **556** Students attended
- **62** Workshops & Info Sessions
- **204** Students attended
- **10** Career Fairs

### CAREER FAIR ATTENDANCE

- Biological Science: 36%
- Mathematics: 5%
- Biochemistry: 8%
- Chemistry: 13%
- Earth Science: 3%
- Statistics: 2%
- Geology: 3%

### Workshops & Info Session Attendance

- Biological Sciences: 45%
- Mathematics: 24%
- Biochemistry: 13%
- Chemistry: 6%
- Statistics: 3%
- Geology: 3%
- Earth Science: 2%
- Physics: 2%

### COLLEGE OF EDUCATION

<table>
<thead>
<tr>
<th>Unique Students</th>
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</thead>
<tbody>
<tr>
<td>129</td>
<td>182</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Success Center Drop-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 TOTAL</td>
</tr>
</tbody>
</table>

### CAREER CENTER APPOINTMENTS WORKSHOPS INFORMATION SESSIONS CAREER FAIRS

- **99** Students attended
- **31** Workshops & Info Sessions
- **344** Students attended
- **9** Career Fairs

### TEACHER JOB FAIR ATTENDANCE

- **58 School Districts**: 188 Students attended

### BOOT CAMP ATTENDANCE

- **96 Teacher Job Fair**: 344 Students attended
- **3 Student Orientations**: 1,266 Students attended

### OFF-CAMPUS VISITS COMMUNITY OUTREACH

- **4** Off-Campus Visits
- 654 Students attended

### CAREER READINESS WORKSHOP

- **5TH ANNUAL MALES ACHIEVING SUCCESS CONFERENCE**: 283 Students attended
- **CAREER READINESS WORKSHOP**: 685 Students attended

### EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION

- **MIND MENTORSHIP PROGRAM**
- **KGI COPE**
- **COPIES OF CARPENTERS**
- **OPTOMETRY EXCELLENCE**
- **Medical Children's Foundation**
- **SpiffyKraft**

### PARTNER ENGAGEMENT, SITE VISITS & PARTICIPATION

- **MSI**
- **Minority Student Leaders**
- **Fullerton College Excellence Donors**
- **Elac**
- **Long Beach State College**
COLLEGE OF HEALTH AND HUMAN DEVELOPMENT

CAREER CENTER APPOINTMENTS
- Unique Students: 1,102
- Student Appointments: 1,388

STUDENT SUCCESS CENTER DROP-INS
- Total: 65

CAREER FAIR ATTENDANCE
- Health Science: 23%
- Public Health: 17%
- Child & Adolescent Development: 17%
- Kinesiology: 17%
- Human Services: 20%
- Counseling: 17%
- Nursing: 5%
- Social Work: 4%
- Other: 2%

WORKSHOP & INFO SESSION ATTENDANCE
- Health Science: 29%
- Public Health: 24%
- Child & Adolescent Development: 20%
- Kinesiology: 17%
- Human Services: 11%
- Counseling: 1%
- Nursing: 1%
- Social Work: 1%

COLLEGE OF THE ARTS

CAREER CENTER APPOINTMENTS
- Unique Students: 247
- Student Appointments: 349

STUDENT SUCCESS CENTER DROP-INS
- Total: 77

CAREER FAIR ATTENDANCE
- Visual Arts: 75%
- Theater: 16%
- Music: 6%
- Dance: 3%

WORKSHOP & INFO SESSION ATTENDANCE
- Visual Arts: 248
- Theater: 37
- Music: 10
- Dance: 10

SOME OF THE WORKSHOPS & INFO SESSIONS
- House of Blues Music Forward Foundation Career Panel
- Pixar Artist & Internship Info Session
- Internships for Arts Majors
- Creative Resume Workshop

COLLABORATION
- Additional College Collaborations: 706

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION
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.
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