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 on the next page. Click on a specific report below to advance to that section.
TABLE OF CONTENTS

04 | Annual Report
06 | Student Comprehensive Survey
08 | Employer Engagement Initiatives
10 | College Reports
The Career Center strives to provide services and programs that prepare students for participation in a global society and is responsive to workforce needs. The Career Center adapted to serve CSUF students and employers in a virtual environment through adversity due to the COVID-19 pandemic. The following are some Career Center highlights for the 2020-2021 academic year.
JOBS & INTERNSHIPS LISTINGS

13,770 POSITIONS
5,735 FULL TIME OPPORTUNITIES
1,023 PART TIME OPPORTUNITIES
2,393 ACADEMIC INTERNSHIPS
5,104 NON ACADEMIC INTERNSHIPS

EMPLOYER RECRUITING

RECRUITING EVENTS

311 employers registered for eight University-wide and/or targeted virtual career fairs and 1,385 students participated in these virtual events.

NOW HIRING

311 EMPLOYERS
1,385 STUDENTS

ON-CAMPUS RECRUITING ENGAGEMENT

79 STUDENTS
86 INTERVIEWS
7 EMPLOYERS

VIRTUAL CAREER FAIRS

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Organizations</th>
<th>Number of Students</th>
<th>Student Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEM INTERNSHIP &amp; CAREER EXPO</td>
<td>34</td>
<td>233</td>
<td>928</td>
</tr>
<tr>
<td>LAST CHANCE JOB FAIR</td>
<td>34</td>
<td>89</td>
<td>248</td>
</tr>
<tr>
<td>INTERNSHIP &amp; CAREER EXPO (FALL)</td>
<td>48</td>
<td>193</td>
<td>688</td>
</tr>
<tr>
<td>GRADUATE SCHOOL EXPO</td>
<td>64</td>
<td>263</td>
<td>115</td>
</tr>
<tr>
<td>ENGINEERING &amp; COMPUTER SCIENCE CAREER FAIR</td>
<td>22</td>
<td>189</td>
<td>607</td>
</tr>
<tr>
<td>BUSINESS CAREER EXPO</td>
<td>34</td>
<td>190</td>
<td>606</td>
</tr>
<tr>
<td>TEACHER JOB FAIR</td>
<td>34</td>
<td>75</td>
<td>277</td>
</tr>
<tr>
<td>INTERNSHIP &amp; CAREER EXPO (SPRING)</td>
<td>41</td>
<td>153</td>
<td>417</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>311</strong></td>
<td><strong>1,385</strong></td>
<td><strong>3,886</strong></td>
</tr>
</tbody>
</table>
Student’s responses represent strongly agreed or moderately agreed utilizing these services.

**OVERALL HIGHLIGHTS**

- **Recommend other students take advantage of these services**: 94%
- **Utilizing these services have been a valuable learning experience**: 92%
- **Satisfied with the virtual services the Career Center provided during COVID-19**: 89%
- **Expectations were met**: 78%
- **More career ready as a result of using career services**: 78%

**TOP FIVES**

**Most Utilized Career Services**

- 48% Workshops
- 38% Virtual Scheduled Appointments
- 31% Career Center Electronic Resources
- 23% Online Workshops
- 21% Virtual Drive-Thru (Drop-in)

**Preferred Method of Receiving Career Info**

- 64% In-person one-on-one sessions
- 61% Virtual Online Appointments
- 46% Experiential opportunities (site visits, job shadow, internships, etc)
- 45% Expert advice (industry experts, etc)
- 40% Virtually (webinars, Zoom, etc.)

**Most Utilized Virtual and Online Services**

- 56% Titan Connection-Jobs & Internships
- 55% Virtual Scheduled Appointments
- 52% Virtual Live Zoom Webinars/Workshops
- 37% VMock Resume Feedback Platform
- 32% Titan Connection-Resume Builder

**Most Utilized In-Person Services**

- 48% Help with Career Exploration
- 46% Help with Job Search
- 45% Help with Internships
- 44% Help develop Academic & Career Plans
- 31% Help with Major Exploration

**OVER THE PAST YEAR**

**Part Time Positions**

- 56% Applied for one or more part-time jobs
- 37% Interviewed for one or more part-time jobs
- 29% Have been offered one or more part-time jobs
- 36% None of the above

**Full Time Positions**

- 39% Applied for one or more full-time jobs
- 23% Interviewed for one or more full-time jobs
- 15% Have been offered one or more full-time jobs
- 57% None of the above

**Internships**

- 76% Applied for one or more internships
- 46% Interviewed for one or more internships
- 36% Have been offered one or more internships
- 20% None of the above

**Grad School Programs**

- 33% Applied for a graduate and/or professional school program
- 14% Interviewed for a graduate and/or professional school program
- 22% Accepted to a graduate and/or professional school program
- 63% None of the above
HIGHLIGHTS OF STUDENT LEARNING OUTCOMES

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

- 84% Explain how major is related to career opportunities
- 83% Write an effective resume
- 82% Conduct an internship search
- 80% Conduct a job search
- 75% Understand graduate/professional school application process
- 64% Prepare for an interview
- 63% Develop an effective cover letter
- 59% Develop an effective personal statement
- 46% Interview for graduate/professional school programs

CAREER SPECIALIST AND COUNSELING APPOINTMENTS

Student’s responses represent strongly agreed or moderately agreed utilizing these services:

- 50% Met with a career specialist this past academic year (1-2 times)
- 65% Meeting with Career Specialist was a valuable learning experience
- 61% Career Specialist provided valuable career options based on interests and major
- 61% Career Specialist provided insightful industry information that was related to major and interests

AREAS OF IMPROVEMENT

- 56% More individual appointment availability
- 37% More evening workshops
- 32% More employer events
- 32% More online webinars
- 28% More programming for recent graduates and alumni
- 26% More Behind-the-Scenes company tours & site visits (off-campus)
- 25% Extended Drive-Thru (drop-in) hours
- 22% More services visible on campus
- 24% More events geared toward graduate students
- 21% More live streaming of events and programs
- 6% More events geared toward international students
- 4% Other

DEMOGRAPHICS OF SURVEY RESPONDENTS

- GENDER
  - 68.0% Female
  - 31.6% Male
  - 0.3% Unknown
  - 0.1% Non-Binary

- COLLEGE
  - HSS 23.9%
  - CBE 14.4%
  - COE 0.7%
  - NSM 8.4%
  - ECS 8.8%
  - ARTS 5.2%
  - COMM 14.2%
  - OTHER 2.9%

- STUDENT LEVEL
  - FRESHMAN 16.9%
  - SOPHOMORE 6.1%
  - JUNIOR 6.8%
  - SENIOR 49.7%
  - GRAD/PB 1.2%
  - ALUMNI 9.3%
  - NON-DEGREE 9.9%

- PARENT EDUCATION
  - 13% First Generation College Student
  - 36% Parent Graduated College
  - 28% Parent Attended Some College
  - 23% Parent Attended Some College

- ETHNICITY
  - African American 2.3%
  - American Indian or Alaska Native 0.1%
  - Asian 45.8%
  - Hispanic 22.1%
  - Multi 3.8%
  - Native Hawaiian or other Pacific Islander 0.2%
  - Nonresident Alien 6.1%
  - Unknown 3.3%
  - White 16.3%
Fall 2020 marked the sixth 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

212 EMPLOYERS TARGETED | 64 NEW EMPLOYERS TARGETED | 285 EMPLOYER CONNECTION OPPORTUNITIES* | 36 ALUMNUS ENGAGED

* engagements that could lead to student employment

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.

<table>
<thead>
<tr>
<th>BUSINESS &amp; ECONOMICS</th>
<th>EDUCATION</th>
<th>HEALTH &amp; HUMAN DEVELOPMENT</th>
<th>COMMUNICATIONS</th>
<th>NATURAL SCIENCE &amp; MATHEMATICS</th>
<th>ARTS</th>
<th>ENGINEERING &amp; COMPUTER SCIENCE</th>
<th>HUMANITIES &amp; SOCIAL SCIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOSTER 38%</td>
<td>46%</td>
<td>37%</td>
<td>17%</td>
<td>28%</td>
<td>60%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>EXPOSURE &amp; BRANDING 25%</td>
<td>46%</td>
<td>34%</td>
<td>35%</td>
<td>30%</td>
<td>24%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>ENGAGE    38%</td>
<td>9%</td>
<td>29%</td>
<td>48%</td>
<td>41%</td>
<td>16%</td>
<td>25%</td>
<td>38%</td>
</tr>
</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 RESIDENCY - YEAR 4

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.

TARGETED EMPLOYERS

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

191

266

STUDENT SUCCESS CENTER DROP-INS

17

UNIQUE STUDENTS

STUDENT APPOINTMENTS

CAREER CENTER WORKSHOPS

INFORMATION SESSIONS

CAREER FAIRS

762 STUDENTS ATTENDED

116 WORKSHOPS & INFO SESSIONS

42 STUDENTS ATTENDED

8 CAREER FAIRS

CAREER FAIR ATTENDANCE

38%

24%

14%

10%

7%

7%

WORKSHOP & INFO SESSION ATTENDANCE

BIOLOGICAL SCIENCE

MATHEMATICS

BIOCHEMISTRY

CHEMISTRY

PHYSICS

BIOLOGY

45%

24%

13%

6%

3%

3%

2%

2%

1%

1%

PRE-HEALTH PROFESSIONS

12 CLASSROOM PRESENTATIONS

799 STUDENTS ATTENDED

9 STUDENT ORG WORKSHOPS

156 STUDENTS ATTENDED

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION
COLLEGE OF BUSINESS & ECONOMICS

CAREER CENTER APPOINTMENTS
- 243
- 298

STUDENT SUCCESS CENTER DROP-INS
- 87

CAREER CENTER WORKSHOPS
- INFORMATION SESSIONS
- CAREER FAIRS

649 STUDENTS ATTENDED

106 WORKSHOPS & INFO SESSIONS

424 STUDENTS ATTENDED

8 CAREER FAIRS

CAREER FAIR ATTENDANCE*

FINANCE
ACCOUNTING
PRE BUSINESS MARKETING OPERATIONS
INFORMATION SYSTEMS BUSINESS ANALYTICS
GENERAL MANAGEMENT HUMAN RESOURCES
BUSINESS ECONOMICS JOINT MARKETING & INFO SYSTEMS
ENTREPRENEURSHIP

WORKSHOP & INFO SESSION ATTENDANCE*

PRE BUSINESS
ACCOUNTING
FINANCE
MARKETING
INFORMATION SYSTEMS
BUSINESS ADMINISTRATION
GENERAL MANAGEMENT
HUMAN RESOURCES
BUSINESS ANALYTICS
BUSINESS ECONOMICS
ENTERTAINMENT HOSPITALITY
OPERATIONS

34 EMPLOYERS | 182 STUDENTS ATTENDED

*Majors under 2% are not represented in these charts

3 CLASSROOM PRESENTATIONS | 70 STUDENTS ATTENDED | 3 STUDENT ORG WORKSHOPS | 87 STUDENTS ATTENDED

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION
COLLEGE OF COMMUNICATIONS

CAREER CENTER APPOINTMENTS
- Unique Students: 330
- Student Appointments: 1,131

STUDENT SUCCESS CENTER DROP-INS
- 25

CAREER FAIRS
- 8

WORKSHOPS & INFO SESSIONS
- 66

COLLABORATIONS
- 2 department collaborations
- 41 students attended

WORKSHOP & INFO SESSION ATTENDANCE
- Double Major: 18%
- Comm Disorders: 15%
- Cinema TV Arts: 14%
- Public Relations: 14%
- Journalism: 10%
- Entertainment and Tourism: 9%
- Comm Studies: 8%
- Advertising: 3%
- Communications: 3%

CLASSROOM PRESENTATIONS
- 20
- 1,009 students attended

STUDENT ORG WORKSHOPS
- 2
- 19 students attended
COLLEGE OF THE ARTS

CAREER CENTER
APPOINTMENTS

UNIQUE STUDENTS

STUDENT APPOINTMENTS

174

299

WORKSHOP & INFO SESSION ATTENDANCE

VISUAL ARTS 80%
THEATER 12%
MUSIC 7%
DANCE 1%

SOME OF THE WORKSHOP & INFO SESSIONS

INTERNSHIPS FOR ARTS TRANSFER STUDENTS
MAKING INTERNSHIPS WORK
MARKETING YOU
RESUME & COVER LETTER DESIGN LAB

10 ADDITIONAL COLLEGE COLLABORATIONS
278 STUDENTS ATTENDED

10 CLASSROOM PRESENTATIONS
237 STUDENTS ATTENDED

3 STUDENT ORG WORKSHOPS
68 STUDENTS ATTENDED

STUDENT SUCCESS CENTER
DROP-INS

61

STUDENTS ATTENDED

CAREER CENTER WORKSHOPS
INFORMATION SESSIONS
CAREER FAIRS

346 STUDENTS ATTENDED

66 WORKSHOPS & INFO SESSIONS

8 CAREER FAIRS

COLLEGE OF THE ARTS

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION
COLLEGE OF EDUCATION

CAREER CENTER APPOINTMENTS

UNIQUE STUDENTS

STUDENT APPOINTMENTS

CAREER CENTER WORKSHOPS
INFORMATION SESSIONS
CAREER FAIRS

VIRTUAL TEACHER JOB FAIR ATTENDANCE

SCHOOL DISTRICTS

STUDENTS ATTENDED

BOOT CAMP ATTENDANCE

RESUME & COVER LETTER REVIEW WORKSHOP

SCHOOL DISTRICTS

STUDENTS ATTENDED

CLASSROOM PRESENTATIONS

STUDENT ORG WORKSHOPS

STUDENTS ATTENDED

WORKSHOPS & INFO SESSIONS

MOCK INTERVIEW WORKSHOP

STUDENTS ATTENDED

8 CAREER FAIRS

108 STUDENTS ATTENDED

6 STUDENTS ATTENDED

171 STUDENTS ATTENDED

30 WORKSHOPS & INFO SESSIONS

53 RESUME & COVER LETTER REVIEW WORKSHOP

30 WORKSHOPS & INFO SESSIONS

22 STUDENTS ATTENDED

6 CLASSROOM PRESENTATIONS
**CAREER CENTER APPOINTMENTS**
- 242
- 326

**STUDENT SUCCESS CENTER DROP-INS**
- 20

---

**CAREER CENTER WORKSHOPS & INFORMATION SESSIONS**
- 789 STUDENTS ATTENDED
- 90 WORKSHOPS & INFO SESSIONS

**CAREER FAIRS**
- 436 STUDENTS ATTENDED
- 8 CAREER FAIRS

---

**CAREER FAIR ATTENDANCE**

<table>
<thead>
<tr>
<th>Engineering Field</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>41%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>14%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>14%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>14%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>22%</td>
</tr>
<tr>
<td>Environmental Engineering</td>
<td>3%</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>6%</td>
</tr>
</tbody>
</table>

---

**VIRTUAL STEM Internship & Career Expo**
- 232 STUDENTS
- 34 ORGANIZATIONS

**VIRTUAL ECS Career Fair**
- 189 STUDENTS
- 22 ORGANIZATIONS

---

**WORKSHOP & INFO SESSION ATTENDANCE**

<table>
<thead>
<tr>
<th>Engineering Field</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>50%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>13%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>10%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>9%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>8%</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>5%</td>
</tr>
<tr>
<td>Engineering (General)</td>
<td>4%</td>
</tr>
<tr>
<td>Environmental Engineering</td>
<td>2%</td>
</tr>
</tbody>
</table>

---

**PROGRAM COLLABORATIONS**
- 12

**STUDENTS ATTENDED**
- 160

**STUDENT ORG WORKSHOPS**
- 17

**STUDENTS ATTENDED**
- 294

---

**EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION**

- Google
- Riot Games
- Indeed
- Tesla
- Thales
- Proterra
- NBCUniversal
- Deloitte
COLLEGE OF HEALTH & HUMAN DEVELOPMENT

CAREER CENTER APPOINTMENTS
- UNIQUE STUDENTS: 712
- STUDENT APPOINTMENTS: 1,001

STUDENT SUCCESS CENTER DROP-INS
- 49

CAREER CENTER WORKSHOPS & INFO SESSIONS
- CAREER FAIRS
- STUDENTS ATTENDED: 1,021
- WORKSHOPS & INFO SESSIONS: 50
- CAREER FAIRS: 8

CAREER FAIR ATTENDANCE
- CHILD & ADOLESCENT DEVELOPMENT: 23%
- PUBLIC HEALTH: 22%
- HUMAN SERVICES: 15%
- KINESIOLOGY: 14%
- HEALTH SCIENCES: 25%
- NURSING: 1%

WORKSHOP & INFO SESSION ATTENDANCE
- PUBLIC HEALTH: 58%
- HUMAN SERVICES: 32%
- HEALTH SCIENCES: 27%
- KINESIOLOGY: 26%
- CHILD & ADOLESCENT DEVELOPMENT: 18%
- NURSING: 6%
- SOCIAL WORK: 4%
- COUNSELING: 2%

CLASSROOM PRESENTATIONS
- 45

STUDENTS ATTENDED
- 1,904

STUDENT ORG WORKSHOPS
- 8

STUDENTS ATTENDED
- 232

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION

H E A L T H & H U M A N D E V E L O P M E N T
COLLEGE OF
HUMANITIES & SOCIAL SCIENCES

CAREER CENTER
APPOINTMENTS
627
873

STUDENT SUCCESS CENTER
DROP-INS
46

UNIQUE STUDENTS
STUDENT APPOINTMENTS

CAREER CENTER WORKSHOPS
INFORMATION SESSIONS
CAREER FAIRS

1,516 STUDENTS
ATTENDED
139 WORKSHOPS & INFO SESSIONS
131 STUDENTS
ATTENDED
8 CAREER FAIRS

CAREER FAIR ATTENDANCE*

WORKSHOP & INFO SESSION ATTENDANCE*

EMPLOYER ENGAGEMENT, SITE VISITS & PARTICIPATION

25 CLASSROOM PRESENTATIONS
623 STUDENTS
ATTENDED
4 STUDENT ORG WORKSHOPS
71 STUDENTS
ATTENDED

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