COLLEGE CAREER SPECIALIST
EMPLOYER ENGAGEMENT INITIATIVE 2018-2019

INTRODUCTION

Fall 2018 marked the fourth 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.

*The 2018-2019 data will only represent seven of the eight college career specialists due to a temporary loss in staffing.

OVERALL RESULTS

170 EMPLOYERS TARGETED > 67 NEW EMPLOYERS TARGETED > 116 EMPLOYER CAMPUS VISITS > 15 STUDENT COMPANY VISITS & TOURS

EMPLOYER DEVELOPMENT MODEL

3 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.

1. FOSTER
   - Outreach to employers
   - Employer site visit
   - Introductory phone calls and emails
   - Recruitment Strategy proposal

2. EXPOSURE & BRANDING
   - Titan Connection job/internship posting
   - Email blast
   - Information Session
   - Career Fair

3. 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 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>Arts</th>
<th>Engineering &amp; Computer Science</th>
<th>Humanities &amp; Social Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foster</td>
<td>46%</td>
<td>9%</td>
<td>60%</td>
<td>29%</td>
<td>34%</td>
<td>61%</td>
<td>21%</td>
<td>N/A</td>
</tr>
<tr>
<td>E&amp;B</td>
<td>46%</td>
<td>60%</td>
<td>8%</td>
<td>46%</td>
<td>34%</td>
<td>17%</td>
<td>24%</td>
<td>N/A</td>
</tr>
<tr>
<td>Engage</td>
<td>6%</td>
<td>31%</td>
<td>32%</td>
<td>25%</td>
<td>32%</td>
<td>22%</td>
<td>55%</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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.

**Google ON-CAMPUS ENGINEERING 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 Silicone Valley tour at the offices of the following companies:

- Lyft
- LinkedIn
- Handshake
- Panasonic

**TARGETED EMPLOYERS**

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