In 2013-14, the Career Center continued to deliver a high volume of services to students, employers and departments, focusing on support for the University and Division of Student Affairs Strategic Plans. The success of these efforts were complemented by creating a three-year Reengineering Plan for the Career Center, taking advantage of the recently approved Student Success Initiative to prepare students for professional success through the integration of career and academic planning, and expanding internships and post-graduate employment opportunities for students. Ten themes tell the story of the Career Center’s success in 2013-14:

**Job and Internship Listings**

- 12,738 positions were listed on the Titan Connection job and internship database in 2013-14, including 8,827 full-time opportunities, 3,615 internships, 6,472 Academic Internships, and 5,006 part-time jobs.
- Internship employers continued to report that CSUF interns developed significant verbal and written communication skills, time management, computer/technical proficiencies, and leadership skills as a result of their internships.

**Career Advising and Counseling**

- 3,433 students and recent graduates took advantage of 5,512 career counseling sessions.
- Six Graduate Interns in fall 2013 and spring 2014 assisted full-time Career Center staff to provide these services.

“Career Center services helped me learn what aspects of myself I needed to focus on - knowing exactly what parts of me are the best I have to offer makes it easier for me to communicate to a future employer how I could be a viable asset to their company.”

*From spring 2014 Comprehensive Counseling Assessment*

**Engaging and Serving Employers**

- Developed new Employer Guide focusing on the theme “Recruiting Leaders for a Diverse Workplace” to support aggressive employer development campaign in 2014-15.
- 339 employers participated in five University-wide and/or targeted career fairs; 2,524 students participated in these events.
- 328 students participated in 677 job and internship interviews with 28 employers through the On-Campus Recruiting program.

**Fundraising**

- Raised $174,841 after expenses, from events, employer sponsorships, campus partnerships and donations to support operating expenses.
Preparing Students for the Graduate and Professional School Admissions Process

- 138 organizations participated in the fall 2013 Graduate School EXPO.
- 20 programs offered during the Grad School Preparation Weeks initiative in fall 2013, engaging 291 students.

Career Workshops and Programs

- 369 career education and job search preparation programs, workshops, panel discussions, and class presentations were delivered across campus involving 10,436 students.

Partnering with Faculty, Departments and Colleges

Throughout 2013-14, Career Center Specialists partnered with faculty and departments across campus to engage employers, and create career education, networking, and recruiting programs, including the following examples:

Supporting the University and Student Affairs Strategic Plans

- Created a baseline of Academic and Career Plan Integration for students using career counseling services (89% reported their academic and career plans were linked and 85% reported the services they used helped them to further link their career and academic plans).
- The graduate outcomes survey documented that a higher percent of historically under-represented students both used Career Center services and found them useful in pursuit of their career goals. For example, 60% of the Latino/Hispanic students used the services, while 85% found them useful in achieving their career goals.

Building Off-Campus Partnerships

- Partnered with Spectrum Knowledge and the Career Center at UC Riverside with two national events to disseminate best practices in using Employee Resource Groups (ERG’s) to create competitive advantage for organizations through leveraging diversity.
- Created opportunities for CSUF students to engage these organizations and professionals during the 2014-15 academic year.

Assessing Program Impact and Post-Graduate Success

- Reported results of telephone survey of the postgraduate employment and graduate school experience of 1,596 undergraduates who completed their degrees between fall 2011 and fall 2012.
- 59% reported using Career Center services while enrolled or within a year of graduation.
- 79% of those who used Career Center services agreed that the services they used “helped them achieve their career goals.”

- Partnered with Spectrum Knowledge and the Career Center at UC Riverside with two national events to disseminate best practices in using Employee Resource Groups (ERG’s) to create competitive advantage for organizations through leveraging diversity.
- Created opportunities for CSUF students to engage these organizations and professionals during the 2014-15 academic year.

2014-17 Career Center Reengineering Plan

In 2014-15, the Career Center will start implementing a three year Reengineering Plan to expand its services to students, employers, faculty and the colleges to support student career success, investing the resources made available from the newly approved Student Success Initiative. Priorities will include:

- Supporting further integration of students’ career and academic plans.
- Expanding the availability of internships and full-time professional postgraduate positions.
- Increasing services to students and colleges.
- Accomplishing the goals and objectives in the University and Student Affairs Strategic Plans.