The Career Center story for 2012-13 is about both quantity and quality. On the quantitative side, the Career Center’s public web site is one of the most often visited web sites on campus, with over 946,000 unique visitors from July 2012 through June 2013. In addition, 16,384 students logged into their accounts in the Titan Connection database system during the year, an average of 11,300 students and employers logged into their unique accounts through the Titan Connection system each month, and over 1,000 account users logged in on the typical week day. Career Center staff were busy organizing 7 major career events, delivering 370 workshops and presentations to over 11,300 students, and providing 5,888 counseling sessions to 3,698 students and recent graduates. On the qualitative side, the story is about how the Career Center has helped each student put his or her education to work. The following chart from the 2012 Undergraduate First Destinations Survey illustrates what Career Services these recent students and graduates used.

Career Center Services Utilized by Class of 2012 Bachelors Graduates

- Online Internship/Job Postings: 57.0%
- Career Counseling/Advisement: 56.4%
- Finding Internship/Part-time Job: 42.6%
- Job Fair or Networking Event: 38.5%
- Resume & Interview Preparation Assistance: 32.7%
- Workshops: 25.0%
- Graduate & Professional School Services: 13.1%
- Job Interview on Campus: 12.7%
- Other: 5.8%

Ninety percent (90%) of the students who responded to the annual Comprehensive Counseling Assessment survey of students this year strongly or moderately agreed with the statement: “Utilizing these services has been a valuable learning experience,” and 86% strongly agreed or moderately agreed with the statement: “I will be able to apply what I have learned about careers in the future.” Expansion of services to students exploring or applying to graduate or professional school was a focal point for the Career Center this year. Collaborations with the Graduate Studies Office, EPOCS grant, and McNair Scholars resulted in additional programming in the fall and spring semesters. Industry specialists have also been trained in the graduate and professional school application process, identifying and utilizing on-line resources, and reviewing personal statements. In the counseling survey students reported a statistically significant increase in their ability to “Develop a more effective personal statement” this year when compared to the past 3 years, as summarized by the table and student comments below.

- “I have learned how to write an effective mission statement, (to) get me into graduate school.”
- “I have learned what graduate schools are specifically looking for in a statement of purpose.”
- “Helping me write my statement of purpose! Without the help I don’t think I would have gotten interviews for graduate schools.”

59% (n=931) of the 1,591 students who responded to the 2012 Undergraduate First Destinations Survey reported they had used one or more services from the Career Center.
Employer Satisfaction with CSUF Career Center Services

5=Strongly Agree 1=Stongly Disagree

- The employer services provided by the Cal State Fullerton Career Center enabled us to meet students/recent graduates aligned with our recruiting needs.
- The Cal State Fullerton Career Center serves as a central resource in connecting my organization to key campus partners such as faculty, student organizations, and student affairs professionals.
- The Cal State Fullerton Career Center offers technology for centralized resources and general employment postings.
- Overall, our expectations were met by the employer services provided by the Cal State Fullerton Career Center.
- The facilities provided by the Cal State Fullerton Career Center enabled us to conduct effective centralized campus recruiting.
- The future availability of these services is crucial to our recruiting success.

The Career Center administered a survey to employers in fall 2012 since much of the Center’s work involves cultivating relationships with and providing services to employers. The results document a high level of employer satisfaction with Career Center services, as well as the importance of these services for their continued success in hiring our students for paid internships and fulltime positions. Employers also provided positive feedback on the performance of CSUF graduates related to critical skills.

Employers who hired students for paid internships over the past year were surveyed in summer 2012 and reported that the students from Cal State Fullerton had improved their oral and written communication, time management, technical, and leadership skills as a result of successfully completing their internships. Approximately 1,269 students earned $9,905,940 as a result of these internships in 2011-2012.

FUNDRAISING

In 2012-13 the Career Center raised approximately $171,000, after expenses, from events, employer sponsorships, campus partnerships, and donations to support operating expenses.

2013-2014

In 2013-14 the Career Center will focus upon supporting the integration of academic and career advising; expanding paid internship opportunities; enhancing graduate school opportunities; assisting students to use social media tools more effectively in their career development and job search process; and aligning assessment initiatives with the new University and Student Affairs Strategic Plan.

In addition to publishing the sixth edition of the printed Career Guide, the Career Center also released both an IPAD version and an E-Pub version of this most often requested publication. Over 800 copies of the electronic version were downloaded in 2012-2013.