

COLLEGE CAREER SPECIALIST EMPLOYER ENGAGEMENT INITIATIVE

2016 - 2017

INTRODUCTION

Fall 2016 marked the second year of the College Career Specialist Employer Engagement Initiative and continued through the end of the spring 2017 semester. The Employer Engagement Initiative overall goal for the 2016-2017 fiscal year was to increase both the number of paid internships and full-time employment opportunities for CSUF undergraduate and graduate students. The initiative is also in alignment with meeting University Strategic Goal 1, in preparing students for participation in a global society and is responsive to workforce needs. Additionally, the initiative continues to measure accountability efforts for each of the College Career Specialists as it relates to their 40% Employer Outreach responsibilities.

EMPLOYER TARGET LIST

The employer target lists required of each specialist was 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.

8 College Career Specialists
20 Employers (existing & new)

LEVELS OF ENGAGEMENT

10
LEVELS

- 1 Career Fairs
- 2 On-Campus Recruiting
- 3 Workshop Facilitation
- 4 Information Session/ Office Hours
- 5 College Engagement
- 6 Job/Internship Listing(s)
- 7 Resume Critiques
- 8 Corporate &/or Career Fair Sponsorships
- 9 Titan Takeover Job Shadow Program
- 10 Company Tours

INITIATIVE OUTCOME

	College of Business & Economics	College of Education	Health & Human Development	Communications	Natural Science & Mathematics	Engineering & Computer Science	Humanities & Social Sciences	College of the Arts	TOTAL	% DIFF
Target Employers Engaged (AY16-17)	17	23	21	29	30	22	26	23	191	11%
Existing Employers Engaged (AY16-17)	14	19	16	15	17	11	20	11	123	100%
New Employers Engaged (AY16-17)	3	3	5	14	13	10	6	12	66	1%
Total # of Engagement Levels (AY15-16)	25	22	27	23	34	39	26	6	202	
Total # of Engagement Levels (AY16-17)	41	46	41	57	45	41	57	33	320	58%
Total # of Engagement Levels	66	68	68	80	79	79	83	56	579	60%
# of Employers Visiting Campus/ Direct In-Person Connection	15	19	18	28	30	16	17	11	154	6%

OVERALL RESULTS

191 from **EIGHT** College Career Specialists
Employers engaged at one or more of the ten levels

320 College-Specific Engagement Levels Achieved

154 College-Specific Employer Campus Visits or Direct In-Person Connections

97 Containing CSUF Alum Organizations were Engaged

ENGAGED TARGETED EMPLOYERS

* Below are some examples of the 191 engaged employers

