

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



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.



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 departments targeted.

	 BUSINESS & ECONOMICS	 EDUCATION	 HEALTH & HUMAN DEVELOPMENT	 COMMUNICATIONS	 NATURAL SCIENCE & MATHEMATICS	 ARTS	 ENGINEERING & COMPUTER SCIENCE	 HUMANITIES & SOCIAL SCIENCES
 FOSTER	46%	9%	60%	29%	34%	61%	21%	N/A
 E & B	46%	60%	8%	46%	34%	17%	24%	N/A
 ENGAGE	6%	31%	32%	25%	32%	22%	55%	N/A

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 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:



TARGETED EMPLOYERS

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

