

COLLEGE CAREER SPECIALIST

2019-20 EMPLOYER ENGAGEMENT INITIATIVE

Fall 2019 marked the fifth 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.

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.

Category	Activities
FOSTER	<ul style="list-style-type: none"> Outreach to employers Employer site visit Introductory phone calls and emails Recruitment Strategy proposal
EXPOSURE & BRANDING	<ul style="list-style-type: none"> Titan Connection job/ internship posting Email blast Information Session Career Fair
ENGAGE	<ul style="list-style-type: none"> 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	28%	45%	48%	37%	38%	59%	26%	71%
E & B	40%	32%	23%	45%	19%	21%	49%	22%
ENGAGE	32%	23%	29%	18%	43%	21%	25%	7%

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 3

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.

COMPANY TOURS



TARGETED EMPLOYERS

The companies and organizations listed below are some of the 228 targeted employers.

