The Career Center strives to provide services and programs that prepare students for participation in a global society and is responsive to workforce needs. In this Annual Report, we have compiled data points throughout all aspects of engagement with both students and employers.

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ANNUAL REPORT
GENERAL DATA

The Career Center strives to provide services and programs that prepare students for participation in a global society and is responsive to workforce needs. The Career Center adapted to serve CSUF students and employers through hybrid services. The following are some Career Center highlights for the 2021-2022 academic year.

GENERAL USAGE

<table>
<thead>
<tr>
<th>COLLEGE</th>
<th>FRESHMAN</th>
<th>SOPHOMORE</th>
<th>JUNIOR</th>
<th>SENIOR</th>
<th>GRAD/PB</th>
<th>ALUMNI</th>
<th>NON-DEGREE</th>
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</thead>
<tbody>
<tr>
<td>Non-Degree</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>COE</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
</tr>
<tr>
<td>HHD</td>
<td>22.4%</td>
<td>22.4%</td>
<td>22.4%</td>
<td>22.4%</td>
<td>22.4%</td>
<td>22.4%</td>
<td>22.4%</td>
</tr>
<tr>
<td>COMM</td>
<td>11.0%</td>
<td>11.0%</td>
<td>11.0%</td>
<td>11.0%</td>
<td>11.0%</td>
<td>11.0%</td>
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</tr>
<tr>
<td>ECS</td>
<td>13.7%</td>
<td>13.7%</td>
<td>13.7%</td>
<td>13.7%</td>
<td>13.7%</td>
<td>13.7%</td>
<td>13.7%</td>
</tr>
<tr>
<td>CBE</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.3%</td>
</tr>
<tr>
<td>NSM</td>
<td>6.3%</td>
<td>6.3%</td>
<td>6.3%</td>
<td>6.3%</td>
<td>6.3%</td>
<td>6.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>ARTS</td>
<td>7.3%</td>
<td>7.3%</td>
<td>7.3%</td>
<td>7.3%</td>
<td>7.3%</td>
<td>7.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>OTHER</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

ETHNICITY

- African American: 2.1%
- Asian: 23.4%
- Hispanic: 44.8%
- Multi: 3.6%
- Native Hawaiian or other Pacific Islander: 0.1%
- Nonresident Alien: 0.0%
- Unknown: 15.7%

PARENT EDUCATION

- Parent Graduated College: 35.7%
- First Generation College Student: 31.2%
- Parent Attended Some College: 23.0%
- Unknown: 10.1%

CAREER ADVISING & COUNSELING

- 21,578 TITAN CONNECTION LOGINS
- 2,966 UNIQUE STUDENTS
- 4,679 TOTAL SESSIONS
- 2,721 Scheduled Appointments
- 1,762 Drop-In Counseling Appointments

WORKSHOPS & PRESENTATIONS

- 422 COMBINED WORKSHOPS & PRESENTATIONS
- 13,978 ENGAGEMENT TOUCHPOINTS AT EVENTS
JOBS & INTERNSHIPS LISTINGS

33,050 positions

FULL TIME OPPORTUNITIES
16,302

PART TIME OPPORTUNITIES
2,369

ACADEMIC INTERNSHIPS
4,086

EMPLOYER RECRUITING

RECRUITING EVENTS

401 employers registered for eight University-wide and/or targeted career fairs and 1,680 students participated in these events.

ON-CAMPUS RECRUITING ENGAGEMENT

303 students

874 interviews

35 employers

CAREER EXPOS

NUMBER OF ORGANIZATIONS
NUMBER OF STUDENTS
STUDENT INTERACTIONS

GRADUATE SCHOOL EXPO
41
29
85

STEM INTERNSHIP & CAREER EXPO
40
157
671

PART-TIME & SEASONAL JOB FAIR
17
36
86

INTERNSHIP & CAREER EXPO (FALL)
54
108
304

ENGINEERING & COMPUTER SCIENCE CAREER FAIR
21
287
287

ENGINEERING & COMPUTER SCIENCE CAREER FAIR (VIRTUAL)
19
154
154

BUSINESS CAREER EXPO
37
174
174

BUSINESS CAREER EXPO (VIRTUAL)
24
150
150

TEACHER JOB FAIR
29
117
117

TEACHER JOB FAIR (VIRTUAL)
24
89
89

INTERNSHIP & CAREER EXPO (SPRING)
64
241
241

INTERNSHIP & CAREER EXPO (SPRING - VIRTUAL)
31
138
176

TOTAL
401
1,680
2,856
STUDENT COMPREHENSIVE SURVEY

MEASUREMENT, DATA COLLECTION & ANALYSIS

1,013 COMPLETED SURVEYS   7,113 TOTAL SURVEYED   17% RESPONSE RATE

OVERALL HIGHLIGHTS

- 94% Recommend other students take advantage of these services
- 93% Utilizing these services have been a valuable learning experience
- 88% Satisfied with the hybrid services that the career center offered this year
- 86% Expectations were met

OVERALL HIGHLIGHTS

Most Utilized Career Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>40%</td>
</tr>
<tr>
<td>Virtual Scheduled Appointments</td>
<td>30%</td>
</tr>
<tr>
<td>Counseling: Virtual Drive-Thru</td>
<td>25%</td>
</tr>
<tr>
<td>Career Center Online Resources</td>
<td>23%</td>
</tr>
<tr>
<td>Counseling: Scheduled In-Person Appointments</td>
<td>21%</td>
</tr>
</tbody>
</table>

Preferred Method of Receiving Career Info

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Online Appointments</td>
<td>67%</td>
</tr>
<tr>
<td>In Person One-On-One Sessions</td>
<td>57%</td>
</tr>
<tr>
<td>Expert Advice (Professionals, etc)</td>
<td>42%</td>
</tr>
<tr>
<td>Experiential Opportunities</td>
<td>40%</td>
</tr>
<tr>
<td>Virtually (Webinars, Zoom, etc)</td>
<td>39%</td>
</tr>
</tbody>
</table>

Most Utilized Virtual and Online Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titan Connection: Jobs &amp; Internships</td>
<td>56%</td>
</tr>
<tr>
<td>Virtual Scheduled Appointments</td>
<td>45%</td>
</tr>
<tr>
<td>Virtual Live Zoom Webinars/Workshops</td>
<td>41%</td>
</tr>
<tr>
<td>VMock</td>
<td>36%</td>
</tr>
<tr>
<td>Titan Connection: Titan Resume Builder</td>
<td>31%</td>
</tr>
</tbody>
</table>

Most Utilized Career Center Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finding Internships</td>
<td>48%</td>
</tr>
<tr>
<td>Job Search</td>
<td>45%</td>
</tr>
<tr>
<td>Career Exploration</td>
<td>40%</td>
</tr>
<tr>
<td>Develop Academic and Career Plans</td>
<td>37%</td>
</tr>
<tr>
<td>Interview Preparation</td>
<td>27%</td>
</tr>
</tbody>
</table>

OVER THE PAST YEAR

Part Time Positions

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for one or more part-time jobs</td>
<td>57%</td>
</tr>
<tr>
<td>Interviewed for one or more part-time jobs</td>
<td>43%</td>
</tr>
<tr>
<td>Have been offered one or more part-time jobs</td>
<td>34%</td>
</tr>
<tr>
<td>None of the above</td>
<td>34%</td>
</tr>
</tbody>
</table>

Full Time Positions

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for one or more full-time jobs</td>
<td>42%</td>
</tr>
<tr>
<td>Interviewed for one or more full-time jobs</td>
<td>27%</td>
</tr>
<tr>
<td>Have been offered one or more full-time jobs</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>52%</td>
</tr>
</tbody>
</table>

Internships

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for one or more internships</td>
<td>75%</td>
</tr>
<tr>
<td>Interviewed for one or more internships</td>
<td>52%</td>
</tr>
<tr>
<td>Have been offered one or more internships</td>
<td>44%</td>
</tr>
<tr>
<td>None of the above</td>
<td>18%</td>
</tr>
</tbody>
</table>

Grad School Programs

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for a graduate and/or professional school program</td>
<td>30%</td>
</tr>
<tr>
<td>Interviewed for a graduate and/or professional school program</td>
<td>18%</td>
</tr>
<tr>
<td>Accepted to a graduate and/or professional school program</td>
<td>26%</td>
</tr>
<tr>
<td>None of the above</td>
<td>63%</td>
</tr>
</tbody>
</table>
HIGHLIGHTS OF STUDENT LEARNING OUTCOMES

Students reported they Strongly Agreed and Moderately Agreed that the Career Center Services impacted their ability to:

- **87%** Explain how major is related to career opportunities
- **82%** Write an effective resume
- **77%** Conduct an internship search
- **74%** Understand graduate/professional school application process
- **75%** Conduct a job search
- **64%** Develop an effective cover letter
- **60%** Prepare for an interview
- **54%** Develop an effective personal statement
- **47%** Interview for graduate/professional school programs

CAREER SPECIALIST AND COUNSELING APPOINTMENTS

Student’s responses represent strongly agreed or moderately agreed utilizing these services:

- **54%** Met with a career specialist this past academic year (1-2 times)
- **81%** Result of utilizing Career Services I am more Career Ready
- **68%** Meeting with Career Specialist was a valuable learning experience
- **62%** Career Specialist provided valuable career options based on interests and major
- **60%** Career Specialist provided insightful industry information that was related to major and interests

AREAS OF IMPROVEMENT

- **54%** More individual appointment availability
- **34%** More online webinars
- **33%** More evening workshops
- **31%** More employer events
- **29%** Additional extended Drive-Thru hours
- **27%** More programming for recent graduates
- **26%** More behind the scenes company tours & site visits
- **25%** More services in visible campus locations
- **24%** More events geared toward graduate students
- **22%** More live streaming of events and programs
- **4%** Other

DEMographics of Survey Respondents

GENDER

- 64.1% Female
- 35.6% Male
- 0.3% Unknown

PARENT EDUCATION

- 35% Parent Graduated College
- 32% Parent Attended Some College
- 23% First Generation College Student
- 10% Unknown

COLLEGE

- 24.6% HHD
- 13.6% ECS
- 12.8% CBE
- 11.8% COMM
- 10.8% NSM
- 6.5% ARTS
- 5.9% COLLEGE OF ENGINEERING (COE)

ETHNICITY

- 45.2% Hispanic
- 23.3% Asian
- 2.1% African American
- 1.4% Native Hawaiian or other Pacific Islander
- 1.4% Nonresident Alien
- 1.4% Unknown
- 1.4% Other

STUDENT LEVEL

- 50.0% FRESHMAN
- 15.6% SOPHOMORE
- 10.7% JUNIOR
- 14.4% SENIOR
- 2.7% GRAD/PB
- 1.4% ALUMNI
- 1.4% NON-DEGREE
EMPLOYER ENGAGEMENT INITIATIVE

Fall 2021 marked the sixth year of the employer engagement initiative led by the Career Center’s seven 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

211 EMPLOYERS TARGETED 62 NEW EMPLOYERS TARGETED 128 HYBRID EMPLOYER VISITS 30 ALUMNUS ENGAGED

EMPLOYER DEVELOPMENT MODEL

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.

1. Foster
   - Outreach to employers
   - Employer site visit
   - Introductory phone calls and emails
   - Recruitment strategy proposal

2. Exposure & Branding
   - Titan Connection job/internship posting
   - Email blast
   - Information session
   - Career Fair

3. Engage
   - Workshop facilitation
   - College engagement
   - Resume critiques/Mock interviews
   - Job Shadow program/Mock interviews
   - On-campus interviews
   - Employer partnership program

Percentages below indicate employer engagement categories based on industries targeted.

*The College of Education Specialist position was vacant for 21-22. The new College of Communications Career Specialist started Spring 2022
EMPLOYER TARGET LIST

7* 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 RESIDENCY - YEAR 4

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.

TARGETED EMPLOYERS

The companies and organizations listed below are some of the 211 targeted employers.
150 STUDENTS PARTICIPATED

MAJOR BREAKDOWN

Business & Economics: 22%
Communication: 1%
Engineering & Computer Science: 7%
Natural Science & Mathematics: 2%
Health & Human Development: 16%
Humanities & Social Science: 57%
Arts: 3%

CLASS PARTICIPATION

Freshman: 5%
Sophomore: 9%
Junior: 33%
Senior: 44%
Graduate: 6%
Alumni: 2%

MET OR EXCEEDED EXPECTATIONS

90%

RECOMMEND HOST TO PARTICIPATE AGAIN

96%

STUDENT TESTIMONIALS

"Titan Takeover allowed me to get my foot in the door at my dream job."

"This opportunity allowed me to connect with individuals who I aspire to be. I got to learn from them, ask them questions, and live out a day in their position."

"This was such a great experience, I learned a lot and I am very glad that I participated in this program. Not only did I learn a lot from my host but learning a lot from the career center of how to email in a professional manor."
EMPLOYER EVALUATION

57 EMPLOYERS PARTICIPATED
254 SHADOWING OPPORTUNITIES

Some of the participating organizations include:

Overall experience with CSUF students during Titan Takeover

Willing to host another student for Titan Takeover next year

Yes 79%  Maybe 14%

Consider extending an internship and/or career opportunity

38%

MET OR EXCEEDED EXPECTATIONS

EMPLOYER TESTIMONIALS

“From start to finish, overall great experience.”

"Participating in the Titan Takeover was a great opportunity to share my work and organizational experiences to open students to a new world of opportunities.”

“This was a great experience and opportunity to share information about the child care field as well as finding qualified applicants.”