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.

The following sections of the Annual Report are shown on the next page. Click on a specific report below to advance to that section.
TABLE OF CONTENTS

GENERAL DATA

STUDENT COMPREHENSIVE SURVEY

HIRING TRENDS

TITAN TAKEOVER
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 2022-2023 academic year.

GENERAL USAGE

7,907 UNIQUE USERS

41% INCREASE

GENDER

58.1% Female
41.3% Male
0.3% Unknown

STUDENT LEVEL

FRESHMAN 6.8%
SOPHOMORE 6.8%
JUNIOR 22.1%
SENIOR 10.9%
GRAD/PB 4.9%
ALUMNI 0.9%
NON-DEGREE 47.6%

COLLEGE

HHD 21.5%
ECS 17.8%
CBE 15.7%
COMM 10.6%
NSM 6.5%
COTA 5.3%
Non-Degree 0.9%
OTHER 2.3%

ETHNICITY

African American 2.3%
Hispanic 22.46%
Non-Hispanic Multi 3.2%
Asian 0.2%
Native Hawaiian or other Pacific Islander 6.2%
Nonresident Alien 3.1%
Unknown 14.0%
White 48.5%

PARENT EDUCATION

Parent Graduated College 12.1%
First Generation College Student 35.6%
Parent Attended Some College 22.0%
Unknown 30.3%

CAREER ADVISING & COUNSELING

21,726 TITAN CONNECTION LOGINS

2,966 UNIQUE STUDENTS

4,876 TOTAL SESSIONS

2,596 Scheduled Appointments

2,060 Drive-Thru Appointments

WORKSHOPS & PRESENTATIONS

504 COMBINED WORKSHOPS & PRESENTATIONS

22,785 ENGAGEMENT TOUCHPOINTS AT EVENTS

YEAR OVER YEAR INCREASE

63% 63% increase in engagement interactions and opportunities with students

19% 19% increase in combined workshops & presentations
JOBS & INTERNSHIPS LISTINGS

64,932 POSITIONS
30,269 FULL TIME OPPORTUNITIES
5,868 ACADEMIC INTERNSHIPS
3,608 PART TIME OPPORTUNITIES
33,535 INTERNSHIPS

96% INCREASE FOR POSITIONS POSTED
86% INCREASE FOR FULL TIME OPPORTUNITIES
151% INCREASE FOR INTERNSHIPS

EMPLOYER RECRUITING

RECRUITING EVENTS
458 EMPLOYERS
14% INCREASE

ON-CAMPUS RECRUITING ENGAGEMENT
66 STUDENTS
71 INTERVIEWS
11 EMPLOYERS

CAREER EXPOS

<table>
<thead>
<tr>
<th>EVENT</th>
<th>NUMBER OF ORGANIZATIONS</th>
<th>NUMBER OF STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRADUATE SCHOOL EXPO</td>
<td>67</td>
<td>149</td>
</tr>
<tr>
<td>STEM INTERNSHIP &amp; CAREER EXPO</td>
<td>63</td>
<td>698</td>
</tr>
<tr>
<td>PART-TIME &amp; SEASONAL JOB FAIR</td>
<td>35</td>
<td>408</td>
</tr>
<tr>
<td>INTERNSHIP &amp; CAREER EXPO (FALL)</td>
<td>69</td>
<td>470</td>
</tr>
<tr>
<td>ENGINEERING &amp; COMPUTER SCIENCE CAREER FAIR</td>
<td>35</td>
<td>641</td>
</tr>
<tr>
<td>BUSINESS CAREER EXPO</td>
<td>45</td>
<td>325</td>
</tr>
<tr>
<td>TEACHER JOB FAIR</td>
<td>57</td>
<td>179</td>
</tr>
<tr>
<td>INTERNSHIP &amp; CAREER EXPO (SPRING)</td>
<td>87</td>
<td>821</td>
</tr>
<tr>
<td>TOTAL</td>
<td>458</td>
<td>3,691</td>
</tr>
</tbody>
</table>
STUDENT COMPREHENSIVE SURVEY

MEASUREMENT, DATA COLLECTION & ANALYSIS

1,754 COMPLETED SURVEYS | 7,938 TOTAL SURVEYED | 22% RESPONSE RATE

OVERALL HIGHLIGHTS

Most Utilized Career Services

36% Career Fairs & Expos
35% Workshops
33% Virtual Scheduled Appointments
22% Virtual Drop-In Hours
21% Counseling: Scheduled In-Person Appointments

Preferred Method of Receiving Career Info

57% In Person One-On-One Sessions
48% Virtual Online Appointments
30% Expert Advice (Professionals, etc)
27% Experiential Opportunities
18% Peer-to-Peer Advising

Most Utilized Virtual and Online Services

27% Virtual Scheduled Appointments
12% Titan Connection: Jobs & Internships
11% Virtual Live Zoom Webinars/Workshops
10% Virtual Drop-In Appointments
7% Titan Connection: Titan Resume Builder & VMock

Most Utilized Career Center Services

43% Career Exploration
39% Finding Internships
38% Job Search
33% Develop Academic and Career Plans
23% Interview Preparation

OVER THE PAST YEAR

Part Time Positions

57% Applied for one or more part-time jobs
34% Interviewed for one or more part-time jobs
29% Have been offered one or more part-time jobs

Full Time Positions

35% Applied for one or more full-time jobs
17% Interviewed for one or more full-time jobs
16% Have been offered one or more full-time jobs

Internships

50% Applied for one or more internships
32% Interviewed for one or more internships
28% Have been offered one or more internships

Grad School Programs

16% Applied for a graduate and/or professional school program
14% Interviewed for a graduate and/or professional school program
18% Accepted to a graduate and/or professional school program

Recommend other students take advantage of these services
Utilizing these services has been a valuable learning experience
Expectations were met
HIGHLIGHTS OF STUDENT LEARNING OUTCOMES

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

- Write an effective resume: 90%
- Explain how major is related to career opportunities: 85%
- Develop an effective cover letter: 83%
- Conduct an internship search: 82%
- Conduct a job search: 81%
- Prepare for an interview: 80%
- Understand graduate/professional school application process: 78%
- Develop an effective personal statement: 71%
- Interview for graduate/professional school programs: 61%
- Explain how major is related to career opportunities: 81%
- Conduct a job search: 78%
- Conduct an internship search: 82%

CAREER SPECIALIST AND COUNSELING APPOINTMENTS

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

- Met with a career specialist this past academic year (1-2 times): 54%
  - Meeting with Career Specialist was a valuable learning experience: 90%
  - Career Specialist provided valuable career options based on interests and major: 83%
  - Career Specialist provided insightful industry information that was related to major and interests: 86%
  - Result of utilizing Career Services I am more Career Ready: 79%

AREAS OF IMPROVEMENT

- More individual appointment availability: 50%
- More events geared toward graduate students: 30%
- Additional extended Drive-Thru hours: 30%
- More services in visible campus locations: 34%
- More online webinars: 32%
- More programming for recent graduates: 26%
- More evening workshops: 30%
- More live streaming of events and programs: 23%
- More behind the scenes company tours & site visits: 20%
- More events geared toward international students: 15%

DEMOGRAPHICS OF SURVEY RESPONDENTS

- GENDER
  - Female: 67.0%
  - Male: 32.6%
  - Non-Binary: 0.3%
  - Unknown: 0.1%

- PARENT EDUCATION
  - Parent Graduated College: 14.8%
  - Parent Attended Some College: 33%
  - First Generation College Student: 22.2%
  - College Student: 20.4%
  - Unknown: 30%

- COLLEGE
  - Non-Degree: 6.2%
  - NSM: 6.8%
  - HSS: 22.4%
  - COM: 18.6%
  - EDU: 0.9%
  - ECS: 18.4%
  - CBE: 15.8%
  - COTA: 1.9%
  - OTHER: 5.2%

- ETHNICITY
  - African American: 2.4%
  - American Indian or Alaskan Native: 0.1%
  - Asian: 23.7%
  - Hispanic: 46.9%
  - Multi: 2.6%
  - Native Hawaiian or other Pacific Islander: 0.2%
  - Nonresident Alien: 9.2%
  - Unknown: 3.2%
  - White: 11.6%

- STUDENT LEVEL
  - FRESHMAN: 6.2%
  - SOPHOMORE: 5.9%
  - JUNIOR: 23.4%
  - SENIOR: 15.7%
  - GRAD/PB: 2.2%
  - ALUMNI: 0.3%
  - NON-DEGREE: 0.9%
A survey was sent out to 3,646 employers in July 2023 to gather information regarding the number of CSUF students hired, average hourly salary for the positions and career readiness competencies. Data does not reflect number of any unpaid hires.

430 employers responded in which approximately 226 hired a CSUF student.

**CSUF EMPLOYER HIRING TRENDS**

**Employers from Six Main Industries**

- **Education**: 32%
- **Business**: 8%
- **Health & Science**: 19%
- **Engineering and Tech**: 11%
- **Government, Nonprofit, & Social Service**: 21%
- **Entertainment & Communications**: 9%

**Number of Employees in Organizations**

- **8%** Over 5,000
- **10%** 1,000 to 4,000
- **4%** 500 to 999
- **16%** 100 to 499
- **10%** 50 to 99
- **52%** Under 50
**AVerage Wages by Sector for CSUF Hires**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Full-Time</th>
<th>Part-Time</th>
<th>Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>$23</td>
<td>$16</td>
<td>$20</td>
</tr>
<tr>
<td>Government/Non-Profit/SS</td>
<td>$17</td>
<td>$15</td>
<td>$15</td>
</tr>
<tr>
<td>Education</td>
<td>$25</td>
<td>$14</td>
<td>$16</td>
</tr>
<tr>
<td>Health/Science</td>
<td>$22</td>
<td>$16</td>
<td>$15</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$28</td>
<td>$21</td>
<td>$20</td>
</tr>
<tr>
<td>Engineering</td>
<td>$24</td>
<td>$16</td>
<td>$19</td>
</tr>
</tbody>
</table>

**Employability of CSUF Students Compared to Other Universities**

86% of employers rated CSUF students with a hireable score of 7 and above

**NACE Career Readiness Competencies**

**Core Skills of Focus**

CSUF student hires display the following Career Readiness Competencies according to employers that reported they hired a CSUF student:

- **Students overall performance**
  - Very Satisfied or Moderately Satisfied: 97%
- **Oral/Written Communication Skills**
  - Moderately or Strongly agree: 92%
- **Critical Thinking/Problem Solving**
  - Moderately or Strongly agree: 92%
- **Teamwork/Collaboration Skills**
  - Moderately or Strongly agree: 92%
- **Career Management Skills**
  - Moderately or Strongly agree: 88%
- **Global/Intercultural Fluency**
  - Moderately or Strongly agree: 85%
- **Digital Technology Skills**
  - Moderately or Strongly agree: 89%
- **Professionalism/Work Ethic Skills**
  - Moderately or Strongly agree: 87%
- **Leadership Skills**
  - Moderately or Strongly agree: 84%

**Top Employers Recruiting Titans**

- Amazon
- Enterprise
- Cintas
- Google
- Kellogg's
- Linksys
- RSM
- The YMCA
- Monster
- KPMG
- United Way
- VITAS Healthcare
- CasaNova/McCann
- Discovery Behavioral Health
- SF&O
- State of California Franchise Tax Board
- Orange County Business Council
- Engineering City of Los Angeles
- HCVT
- St. Jude Medical Center
103 students participated

Major Breakdown

- Humanities & Social Science: 35%
- Communications: 7%
- Engineering & Computer Science: 5%
- Natural Science & Mathematics: 3%
- Health & Human Development: 16%
- Business & Economics: 22%
- Arts: 14%
- Humanities & Social Science: 35%

Class Participation

- Freshman: 4%
- Sophomore: 5%
- Junior: 35%
- Senior: 39%
- Graduate: 3%
- Alumni: 14%

Met or Exceeded Expectations: 73%

Recommend Host to Participate Again: 90%

Student Testimonials

- "It is a great opportunity for those that want to look at the field of their future career or those curious about another career path."
- "This program really helps you see the steps REAL people took to get to where they are today."
- "I would highly recommend other students take advantage of this valuable opportunity. You’ll learn so much about where you intend to work and get hands-on experience with professionals."
EMPLOYER EVALUATION

46 EMPLOYERS PARTICIPATED

251 SHADOWING OPPORTUNITIES

Some of the participating organizations include:

- Deloitte
- CINTAS
- DHL
- Amazon
- iCicle
- SONY PICTURES ANIMATION
- KPRS
- KPMG
- United Way
- California Bank
- Marriott
- IVI
- Paragon
- VITAS Healthcare
- Element
- IR
- PRIMERICA
- Stretch Lab
- CSUF

Overall experience with CSUF students during Titan Takeover

MET OR EXCEEDED EXPECTATIONS

86%

Willing to host another student for Titan Takeover next year

Yes 74%
Maybe 26%

Consider extending an internship and/or career opportunity

35%

EMPLOYER TESTIMONIALS

"This is a great opportunity to introduce different career growth opportunities to students!"

"I enjoyed connecting with two Cal State Fullerton students during the Titan Takeover. I answered their questions and shared my experience at Cal State Fullerton and current experiences in the workplace."

"It was a joy getting to know my Fullerton student. They asked great questions and showed a lot of initiative in being a part of this program. I am happy to see graduating students taking their career seriously!"