



# 23-24 ANNUAL REPORT



**OUR MISSION**

To engage the CSUF student body to ACTIVELY PREPARE for their future by:

- 1. Providing Guidance
- 2. Sharing Resources
- 3. Connecting with Employers
- 4. Instilling Confidence

**OUR VISION**

To prepare Titans for their future career success by utilizing Career Success Center resources and guidance to gain confidence and take action.

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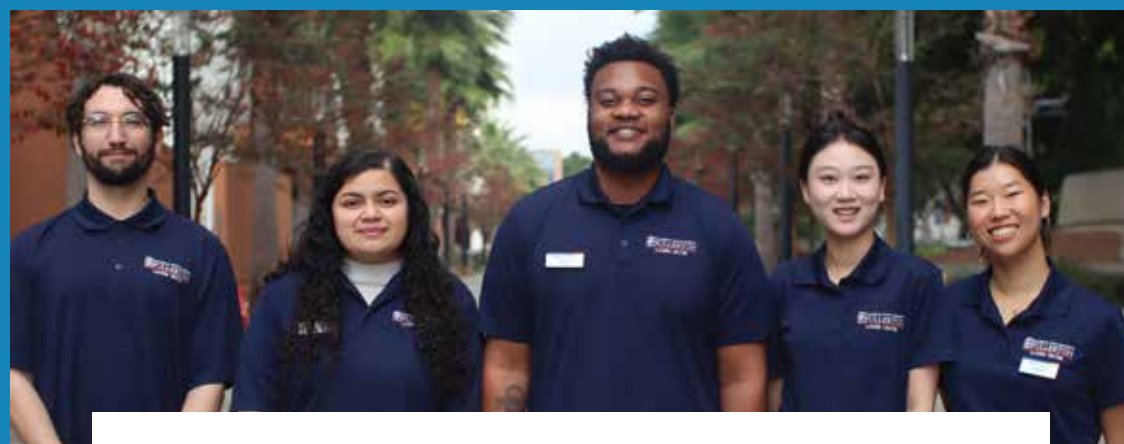
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## CAREER CENTER STAFF

*From left to right:* Jenna Ross (Marketing & Communications Specialist), Cassandra Nava (Employer Relations & Front Desk Coordinator), Lorraine Rigoli (Events Specialist), Daniel Andrade (Career Specialist - College of the Arts), Stephanie Reyes (Senior Associate Director of Employer Relations), Wendy Zambrano (Career Specialist - College of Humanities and Social Sciences), Jennifer Mojarro (Director), Isabel Perez (Career Specialist - College of Business and Economics), Susel Robledo (Associate Director of Counseling and Assessment), Sanjay McDonald (IT Specialist), Gabriela Montes (Career Specialist - College of Education), Leilani Landin (Career Specialist - College of Natural Sciences and Mathematics), Elisabeth Bobadilla (Career Specialist - College of Health and Human Development), Jessica Casica (Career Educator & Employer Relations Specialist), Jackie Olsen (Office Lead & Budget Analyst)



## CAREER COACHES

*From left to right:* Saul Campa, Tania Lopez, Dante White, Keer Wang, Andee Choi

## A MESSAGE FROM OUR DIRECTOR

Dear students, alumni, and partners,

As we reflect on the past year, I am proud to share the Career Center's remarkable progress and achievements. Our commitment to enhancing career opportunities and support for our students and alumni has led to several key initiatives and successes.

Our I Am First program continues to play a pivotal role in empowering First-generation students at CSUF. This year, we proudly expanded its reach to focus on College of the Arts students in the I Am First: I Am an Artist cohort. Further enhancing our commitment to nurturing the growth and success of these talented individuals. In June 2023, the Career Center proudly received the prestigious NACE Award for Career Services Excellence in the large-college category, recognizing the impact of our "I Am First" program.

One of our significant accomplishments this year was the implementation of Hiration, a cutting-edge career services platform. This tool has revolutionized how we assist students in crafting professional resumes and preparing for their job searches. With Hiration, our users can now access personalized resume templates, AI-driven feedback, and a comprehensive suite of career-building resources. This has empowered our students to present their best selves to potential employers, increasing their competitiveness in the job market.

Additionally, we have seen a notable increase in career fair attendance. By expanding our outreach efforts and collaborating with a diverse range of employers, we have provided our students with unparalleled networking opportunities. This year, we hosted a record number of companies, offering a broad spectrum of industries for our students to explore. The increased participation from students and employers underscores the value and impact of these events.

Looking ahead, we remain committed to fostering an environment where career development is a key component of the educational experience. We will continue to innovate and adapt, ensuring that our students and alumni are well-equipped to navigate their career journeys successfully.

Thank you for your continued support and engagement with our Career Center. Together, we are building a future of opportunities.



Best wishes,

Jennifer Mojarro  
Director, Career Center

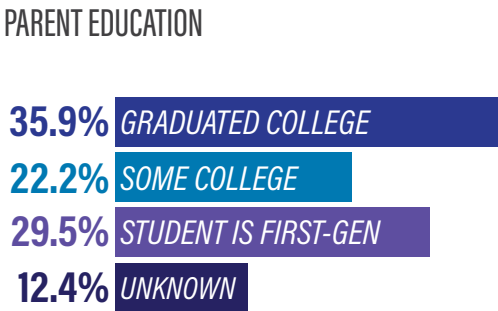
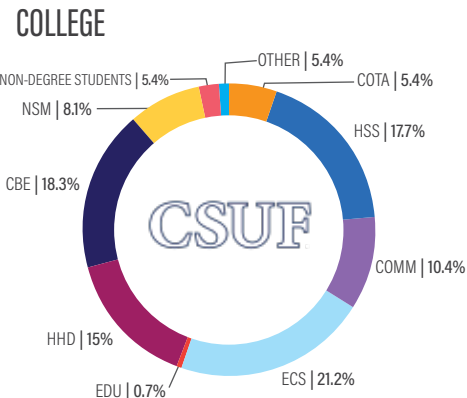
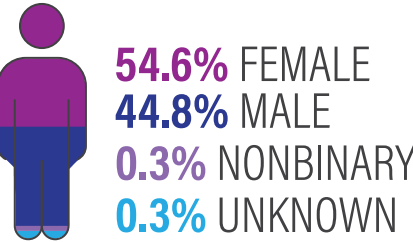


# GENERAL DATA

In an effort to be responsive to workforce needs, the Career Center strives to provide services and programs that prepare students for participation in a global society. The following are some Career Center highlights for the 2023-2024 academic year.

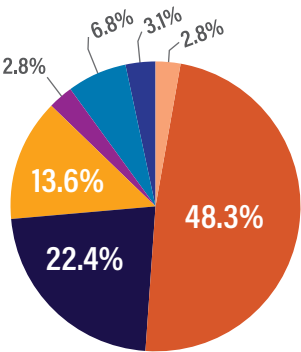
## GENERAL USAGE

8,254 UNIQUE USERS



## ETHNICITY

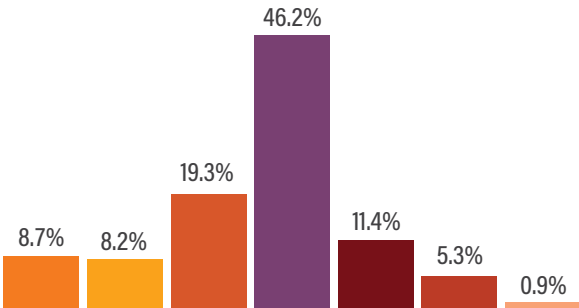
- ASIAN
- BLACK OR AFRICAN AMERICAN
- HISPANIC/LATINO
- NONRESIDENT ALIEN
- TWO OR MORE RACES
- UNKNOWN
- WHITE



NOT REPRESENTED IN GRAPH:  
0.2% NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER  
0.1% AMERICAN INDIAN OR ALASKA NATIVE

## STUDENT LEVEL

- FIRST YEAR
- SOPHOMORE
- JUNIOR
- SENIOR
- GRAD/POST-BAC
- ALUMNI
- NON-DEGREE



## CAREER ADVISING & COUNSELING



## WORKSHOPS & PRESENTATIONS



## JOB & INTERNSHIP LISTINGS



## EMPLOYER RECRUITING



## ON-CAMPUS RECRUITING ENGAGEMENT



## CAREER EXPOS

	NUMBER OF ORGANIZATIONS	NUMBER OF STUDENTS
GRADUATE SCHOOL EXPO	92	428
STEM INTERNSHIP & CAREER EXPO	63	1051
PART-TIME & SEASONAL JOB FAIR	27	760
INTERNSHIP & CAREER EXPO (FALL)	86	958
ENGINEERING & COMPUTER SCIENCE CAREER FAIR	41	604
BUSINESS CAREER EXPO	43	659
TEACHER JOB FAIR	56	187
INTERNSHIP & CAREER EXPO (SPRING)	90	1060
TOTAL	498	5,707



# Student Comprehensive SURVEY

## MEASUREMENT, DATA COLLECTION, AND ANALYSIS

2,200 COMPLETED SURVEYS

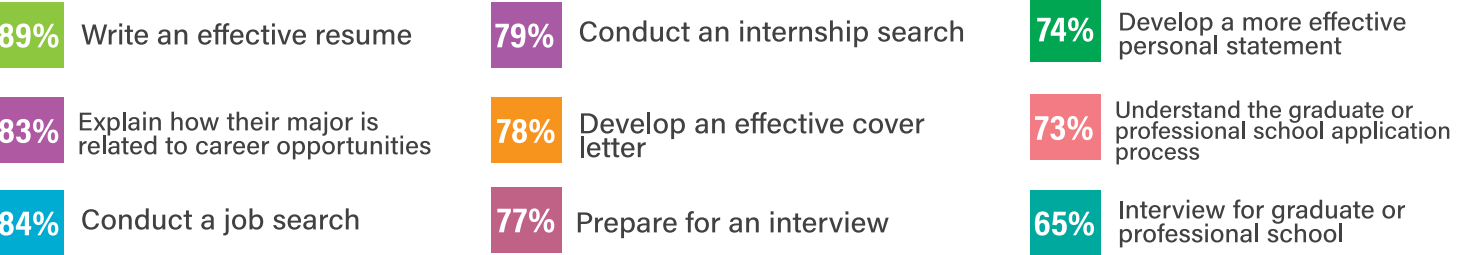
8,736 TOTAL SURVEYED

25% RESPONSE RATE



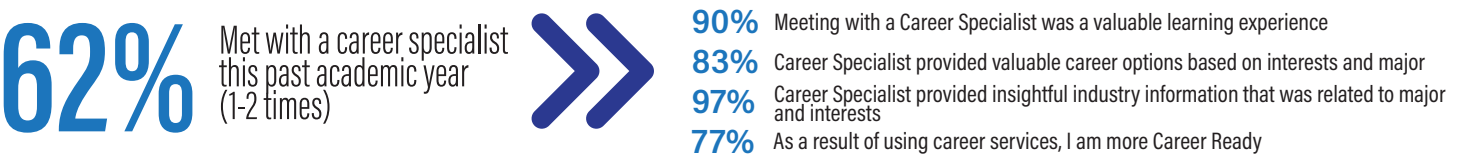
## HIGHLIGHTS OF STUDENT LEARNING OUTCOMES

Students moderately or strongly agreed that the Career Center impacted their ability to:

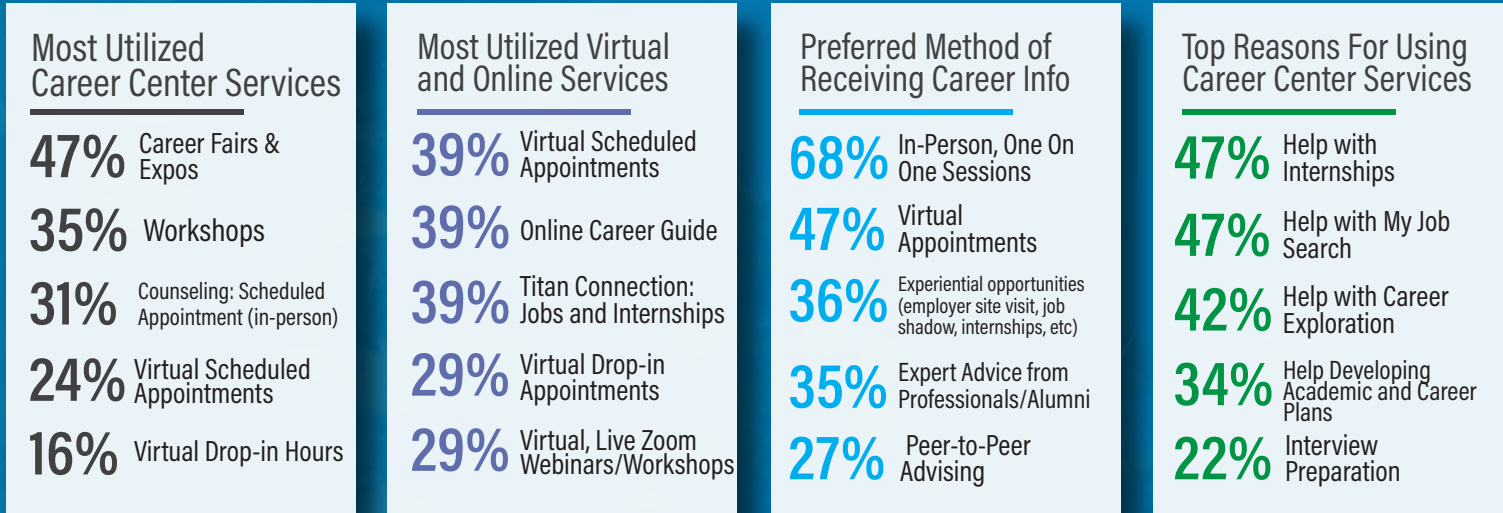


## CAREER SPECIALIST AND COUNSELING APPOINTMENTS

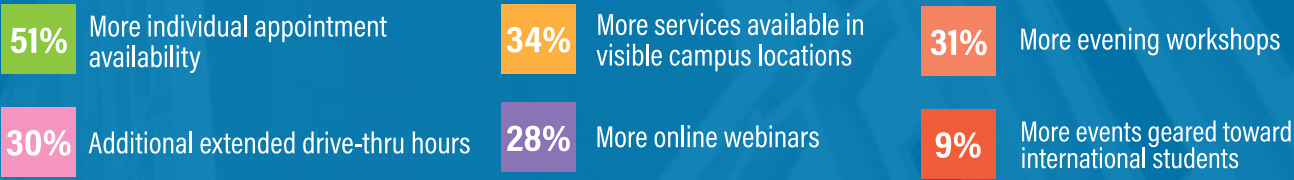
Student's responses represent strongly agreed or moderately agreed utilizing these services:



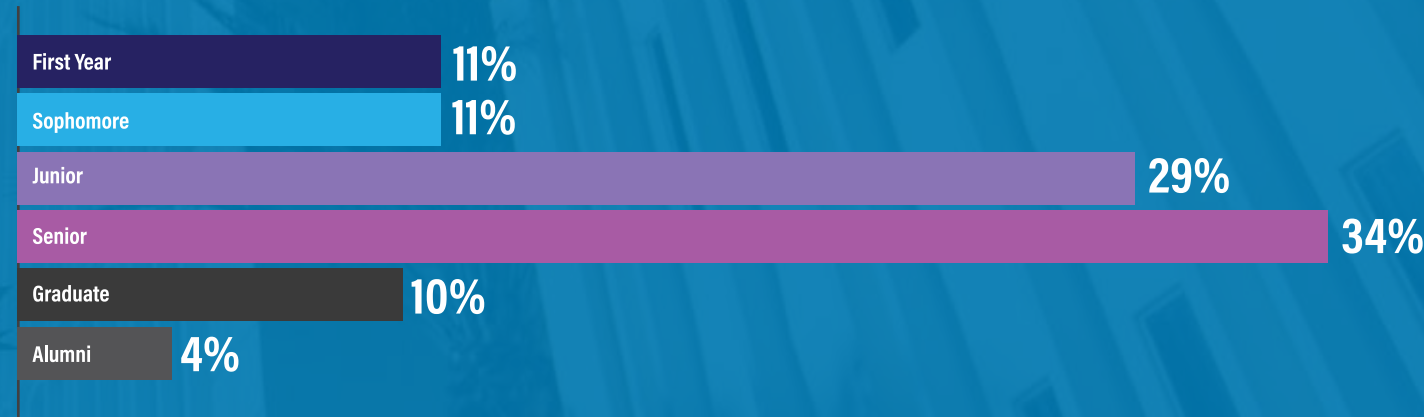
## OVERALL HIGHLIGHTS



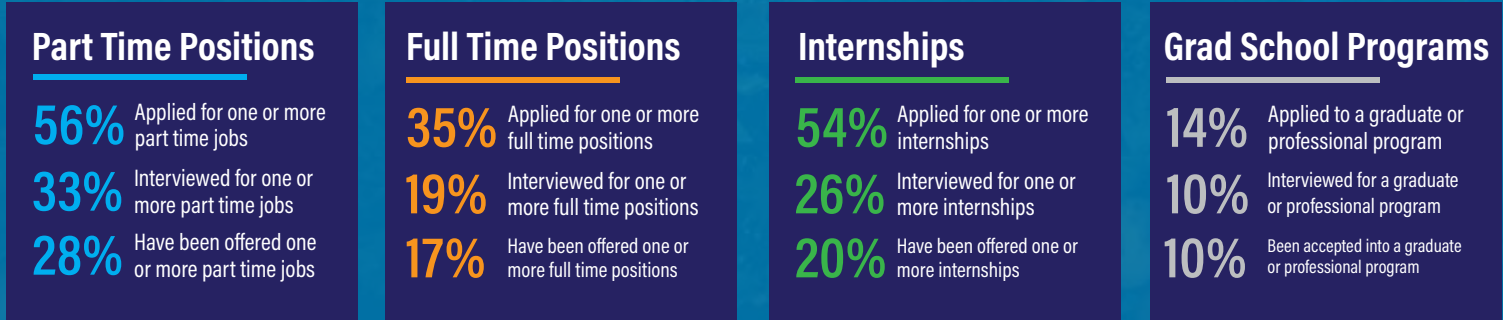
## AREAS OF IMPROVEMENT



## CLASS YEAR



## OVER THE PAST YEAR





# EMPLOYER RELATIONS

## A MESSAGE FROM OUR SENIOR ASSOCIATE DIRECTOR

This year, the Career Center proudly advanced its employer engagement efforts to connect students with meaningful career opportunities. Our team of dedicated college career specialists and employer relations staff collaborated with a diverse range of employers, fostering relationships that opened doors for internships, full-time roles, and career exploration. Through targeted outreach and strategic partnerships, we engaged approximately 630 employers across various industries, hosting 149 networking events, career fairs, and on-campus recruitment activities. These efforts provided students with direct access to professionals, enabling them to gain insights into potential career paths and develop essential skills for success.

During this period, we were also excited to launch our First Destination Survey and look forward to gathering critical post-graduate outcomes data. Additionally, next year we plan to introduce an Internship Outcomes Survey to collect data on where students are securing internships.

As we continue to expand our employer engagement initiatives, our commitment remains steadfast: to bridge the gap between education and employment, empowering students to thrive in their chosen fields.



Stephanie Reyes

A handwritten signature in black ink that reads "Stephanie Reyes".

Senior Associate Director of Employer Relations

# College Career Specialist

## EMPLOYER ENGAGEMENT INITIATIVE

Fall 2023 marked the ninth year of the Career Center's Employer Engagement Initiative, spearheaded by its eight college career specialists. Each specialist is tasked with building and maintaining a portfolio of at least 20 employers specific to their college annually. This initiative is designed to create meaningful opportunities for students to engage with employers through various activities. By fostering these proactive connections, the program aims to introduce students to a diverse range of career paths, internships, and job opportunities.

### OVERALL RESULTS

122 EMPLOYERS TARGETED >> 175 NEW EMPLOYERS TARGETED >> 109 EMPLOYER ENGAGEMENTS

### EMPLOYER TARGET LIST

Each academic year, the Specialists work alongside the Senior Associate Director to develop an employer target list. This list includes a minimum of 20 employers that the specialist targets throughout the year using the employer engagement levels.

8 COLLEGE CAREER SPECIALISTS >> 20 EXISTING AND NEW EMPLOYERS

### 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

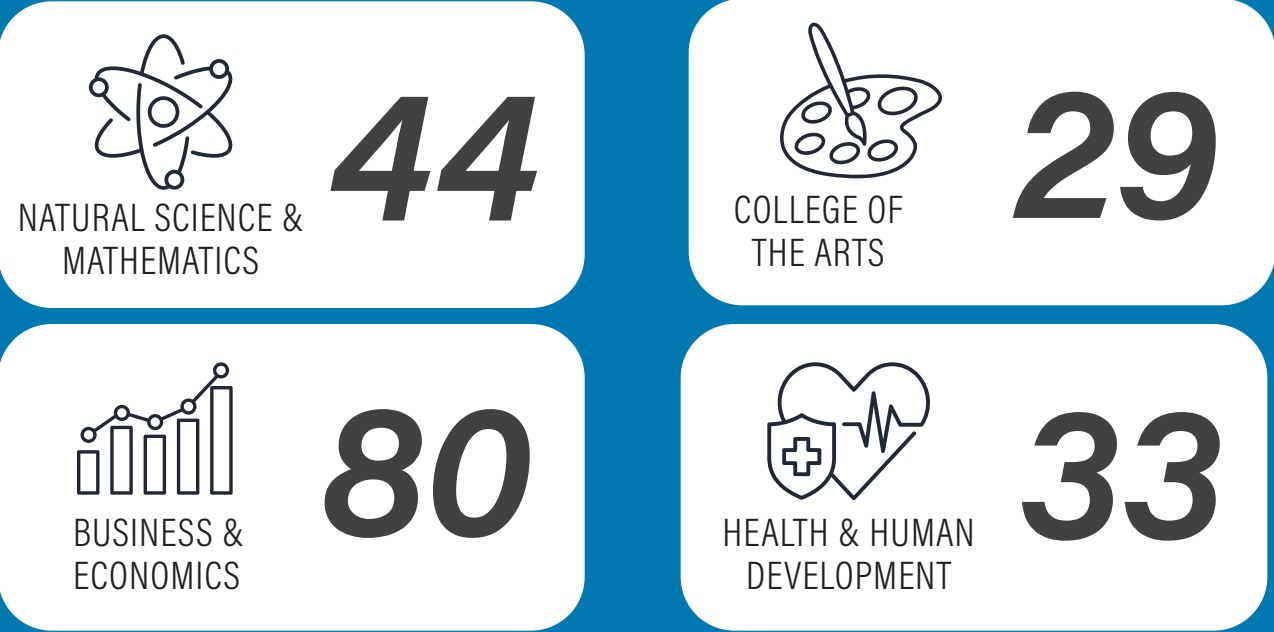
EXPOSURE & BRANDING

- 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

### EMPLOYER ENGAGEMENTS BY COLLEGE



Humanities and Social Sciences, Communications, Engineering and Computer Science, and College of Education Career Specialist positions were vacant during this reporting period.

### ENGAGED TARGETED EMPLOYERS

**Google ON-CAMPUS ENGINEERING RESIDENCY - YEAR 7**

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.

other targeted employers include...





# EMPLOYER HIRING TRENDS

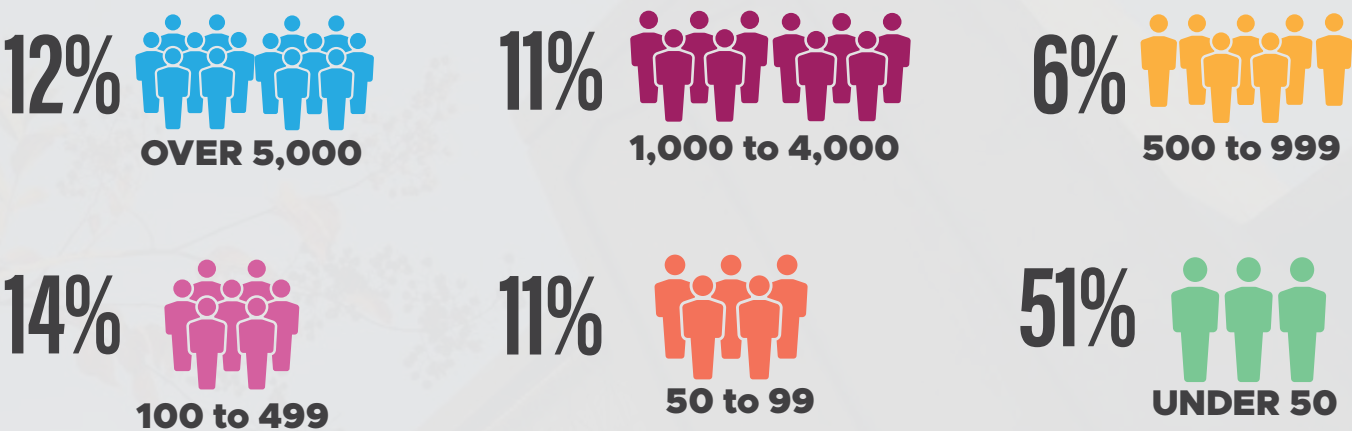
A survey was sent out to 3,360 employers in July 2024 to gather information regarding the number of CSUF students hired, company size and industry, and career readiness competencies. Data does not reflect number of any unpaid hires.



## TOP EMPLOYERS RECRUITING TITANS

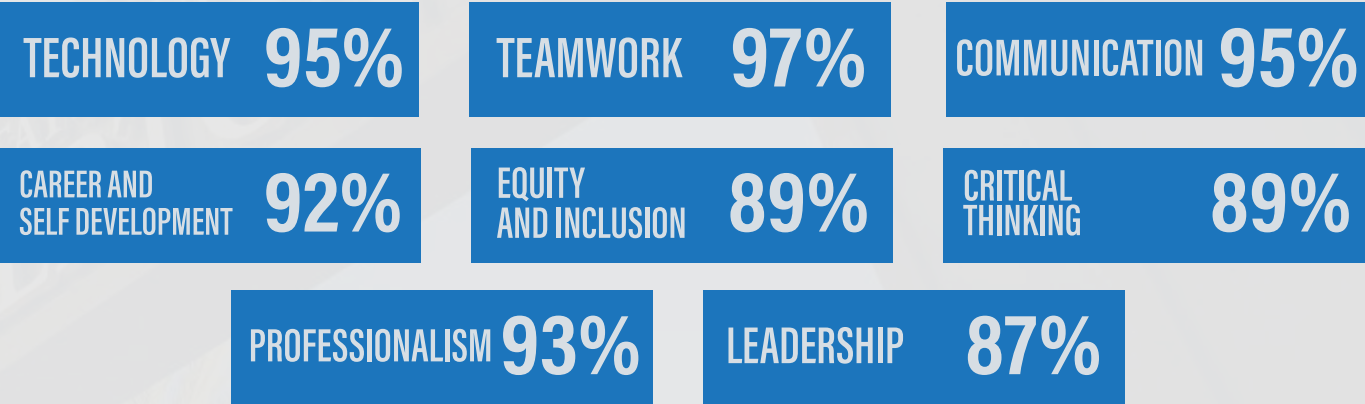


## NUMBER OF EMPLOYEES IN ORGANIZATIONS

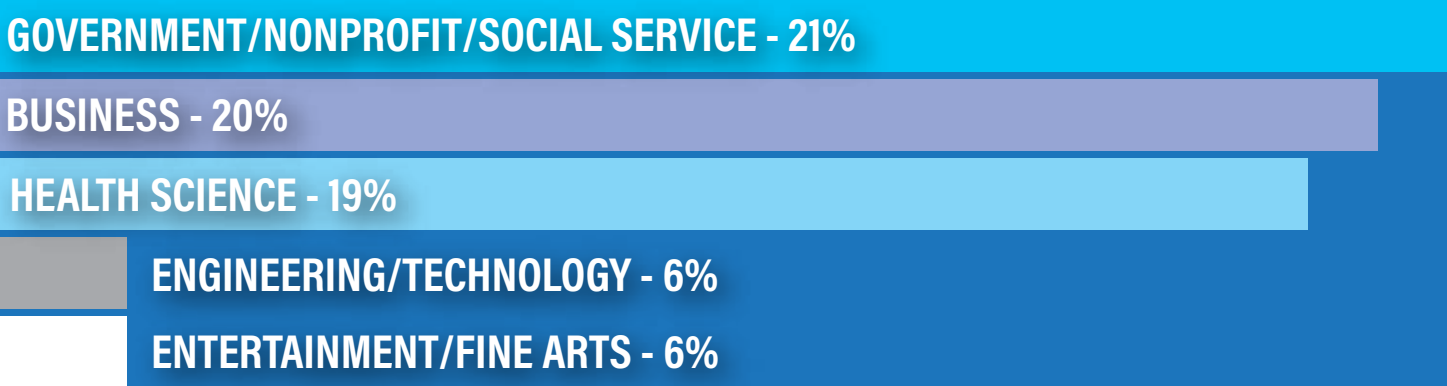


## NACE CAREER READINESS COMPETENCIES

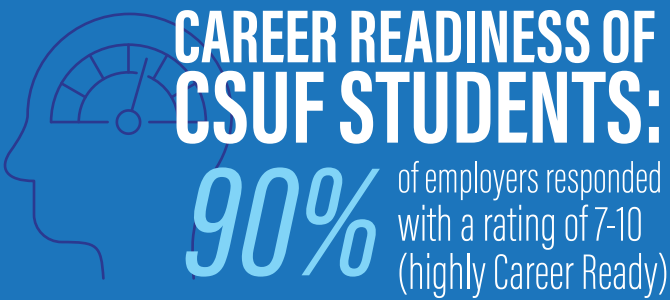
Employers who hired a CSUF student moderately to strongly agree that CSUF students display the following Career Readiness Competencies



## EMPLOYERS FROM SIX MAIN INDUSTRIES



## LEVEL OF STUDENT SATISFACTION

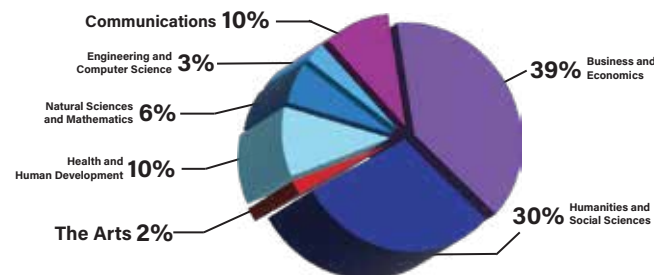




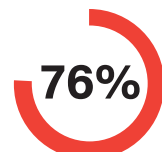
## STUDENT EVALUATION

**119** student participants

## Major



## Students say...



Program met or exceeded expectations

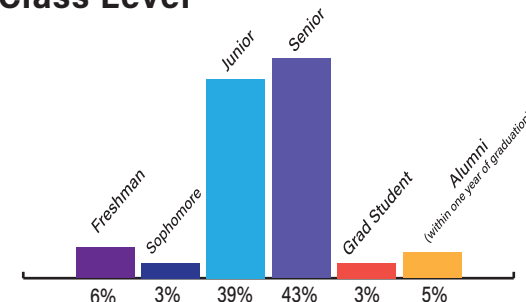


Students would recommend their host match

"Titan Takeover has given me a valuable experience in helping me decide my future. I don't feel so scared about what's next after graduation."

"I found Titan Takeover to be an eye-opening experience. No matter what you observe, where you go, or what you do at your host sites, you will learn something."

## Class Level



## EMPLOYER EVALUATION

**63** employer participants **230** shadowing opportunities



of hosts were willing to participate next year



of employers said students met or exceeded expectations

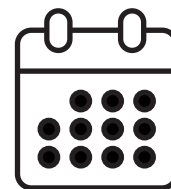
"Joining forces with CSUF to introduce young adults to the corporate work space was both **rewarding and refreshing** for our team."

"Working with students from CSUF Titan Takeover program solidified the depth of education students are receiving in [their] field. **We were impressed that our Titans were able to jump in and help at a higher level without much prep.**"

## AM FIRST

2020-2024

started in



SPRING  
2020



**13** cohorts since the start of the program  
**482** students completed the program

## 1ST &amp; 2ND YEAR STUDENTS



**6** cohorts



**220** students

## TRANSFER, 3RD &amp; 4TH YEAR STUDENTS



**7** cohorts



**262** students

## SCHOLARSHIP PROJECT OPPORTUNITY

**\$56,000**

has been awarded since the inception of the program to I Am First students who successfully completed a scholarship project and presentation.

"The I Am First Program has been an **invaluable resource in shaping my professional mindset**. It has enhanced my ability to communicate effectively with professionals and has boosted my confidence in pursuing future career opportunities."

"Thanks to I Am First, I was **able to embrace and empower myself** along with other first generation students at CSUF."



**CSUF** | Career Center  
STUDENT AFFAIRS

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Fullerton, CA

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   @csufcareer