

# ANNUAL REPORT







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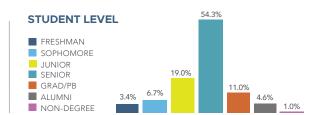
# ANNUAL REPORT ERAL DATA

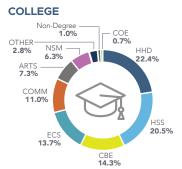
The Career Center strives to provide services and programs that prepare students for pa icipation in a global society and is responsive to workforce needs. The Career Center adapted to serve CSUF students and employers through hybrid services. The following are some Career Center highlights for the 2021-2022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

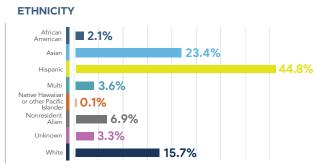
# **GENERAL** USAGE

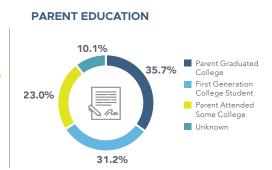
5,613 UNIQUE Ť**ŶŤŶŤŶŤŶŤŶŤ** 











# **CAREER ADVISING & COUNSELING**

21,578 TITAN CONNECTION 4,679 TOTAL Scheduled Appointment Appointm

**Appointments** 

2,966 UNIQUE STUDENTS

1.762 Drop-In Counseling **Appointments** 

# **WORKSHOPS** & PRESENTATIONS



COMBINED WORKSHOPS & PRESENTATIONS



# **JOBS & INTERNSHIPS LISTINGS**

33,050





4,086 ACADEMIC

13,376

# **EMPLOYER** RECRUITING

#### **RECRUITING**

**EVENTS** 

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



2,369 PART TIME OPPORTUNITIES

**EMPLOYERS** 



**ON-CAMPUS RECRUITING ENGAGEMENT** 











# **CAREER** EXPOS

	NUMBER OF ORGANIZATIONS	NUMBER OF <b>STUDENTS</b>	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 (VIRTUA	AL) 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

## **OVERALL HIGHLIGHTS**



Recommend other students take advantage of these services



Utilizing these services have been a valuable learning experience



Satisfied with the hybrid services that the career center offered this year



were met

# **OVERALL** HIGHLIGHTS

# Most Utilized Career Services

400/n Workshops

30% Virtual Scheduled Appointments

**25%** Counseling: Virtual Drive-Thru

23% Career Center Online Resources

Counseling:
Scheduled In-Person
Appointments

#### Preferred Method of Receiving Career Info

67% Virtual Online Appointments

In Person One-On-One Sessions

42% Expert Advice (Professionals, etc)

**40%** Experiential Opportunities

39% Virtually (Webinars, Zoom, etc)

# Most Utilized Virtual and Online Services

Titan Connection: Jobs & Internships

45% Virtual Scheduled Appointments

41% Virtual Live Zoom Webinars/Workshops

**36**% VMock

31% Titan Connection: Titan Resume Builder

#### Most Utilized Career Center Services

480/n Finding Internships

45% Job Search

**400**/n Career Exploration

37% Develop Academic and Career Plans

Interview Preparation

# **OVER THE PAST YEAR**

#### **Part Time Positions**

**57**% Applied for one or more part-time jobs

43% Interviewed for one or more part-time jobs

34% Have been offered one or more part-time jobs

340/n None of the above

#### **Full Time Positions**

**42**% Applied for one or more full-time jobs

27% Interviewed for one or more full-time jobs

17% Have been offered one or more full-time jobs

59% None of the above

#### **Internships**

75% Applied for one or more internships

52% Interviewed for one or more internships

Have been offered one or more internships

None of the above

#### **Grad School Programs**

Applied for a graduate and/or professional school program

Interviewed for a graduate and/or professional school

26% Accepted to a graduate and/ or professional school program

630/n None of the above

# **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) **>>** 

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**

More individual appointment availability

34% More online webinars

33% More evening workshops

More employer events

29% Additional extended Drive-Thru hours

27% More programming for recent graduates

More behind the scenes company tours & site visits

25% More services in visible campus locations

35%

More events geared toward graduate students

More live streaming of events and programs

4% Other

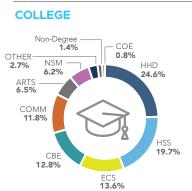
# **DEMOGRAPHICS OF SURVEY RESPONDENTS**

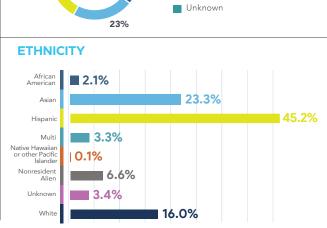
10%

32%

PARENT EDUCATION

# 64.1% 35.6% 0.3% Unknown 0.1% Non-Birary

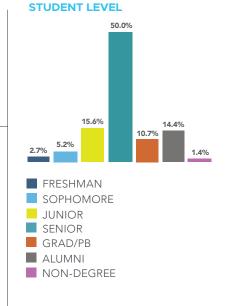




Parent Graduated College

Parent Attended Some College

First Generation College Student



# EMPLOYER ENGAGMENT

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

	BUSINESS & ECONOMICS	EDUCATION (VACANT)	HEALTH & HUMAN Development	COMMUNICATIONS (SPRING ONLY)	NATURAL SCIENCE & Mathematics	ARTS	ENGINEERING & COMPUTER SCIENCE	HUMANITIES & SOCIAL SCIENCES
EMPLOYERS TARGETED	26	N/A	27	31	26	25	52	20
NEW EMPLOYERS TARGETED	12	N/A	5	24	5	5	6	5
HYBRID EMPLOYER VISITS	3 <b>16</b>	N/A	15	2	16	5	53	22
ALUMNUS ENGAGED	7	N/A	4	1	2	7	7	8

## **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.







Percentages below indicate employer engagement categories based on industries targeted.

		<b>=</b> 1							4.3
		BUSINESS & ECONOMICS	EDUCATION (VACANT)	HEALTH & HUMAN Development	COMMUNICATIONS (SPRING ONLY)	NATURAL SCIENCE & Mathematics	ARTS	ENGINEERING & COMPUTER SCIENCE	HUMANITIES & SOCIAL SCIENCES
<u>(8)</u>	FOSTER	69%	N/A	51%	83%	30%	68%	88%	80%
<i>2</i> ,@3	EXPOSURE & BRANDING	60%	N/A	29%	25%	92%	36%	100%	25%
	ENGAGE	47%	N/A	50%	N/A	46%	20%	48%	100%

# **EMPLOYER** TARGET LIST

\* 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.





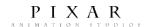




































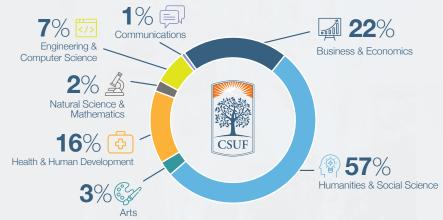




# TAKEOVER STUDENT EVALUATION

150 STUDENTS PARTICIPATED

#### MAJOR BREAKDOWN



## **CLASS PARTICIPATION**

Freshman 5%

Sophomore 9%

Junior 33%

Senior

44%

Graduate

6%

Alumni

2%

MET OR EXCEEDED EXPECTATIONS





RECOMMEND HOST TO PARTICIPATE AGAIN

### 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

**EMPLOYERS**PARTICIPATED

Some of the participating organizations include:







































Overall experience with CSUF students during Titan Takeover



MET OR EXCEEDED EXPECTATIONS

Willing to host another student for Titan Takeover next year

Yes 79% 14%

Maybe

Consider extending an internship and/or career opportunity



## **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.



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