



2024-2025 Annual Report

CSUF

Career Center

STUDENT AFFAIRS AND
STRATEGIC ENROLLMENT MANAGEMENT

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Director's Message

Dear Titans,

Every year, I am reminded of the incredible resilience, creativity, and determination that define our students. The 2024–2025 academic year was no exception. Behind every workshop, career fair, advising session, and program lies a story of a student who reached higher and took advantage of opportunities to move forward in their career journey.

At the Career Center, our mission is not only to prepare students for the world of work but to help them discover their strengths, build confidence, and connect with opportunities that align with their passions. This year, we saw students explore new industries they had never considered, empower themselves through mentorship and guidance, engage with employers and alumni who opened doors, and execute their plans with courage and persistence.

Programs like Titan Takeover and I Am First showed us the power of mentorship and community. Students shared how these experiences gave them clarity, confidence, and a sense of belonging. Career fairs and advising sessions became more than engagement—they became turning points where students realized their potential and took the next step toward their goals.

What inspires me most is not the numbers, but the stories: the first-generation student who found her voice in an interview, the senior who discovered a new career path through job shadowing, the alum who returned to mentor others. These moments remind us that career success is not just about landing a job it's about growth, discovery, and the courage to pursue their dreams.

As we look ahead, I encourage every Titan to continue exploring, empowering, engaging, and executing. Your journey is unique, and the Career Center is here to walk alongside you, offering guidance, resources, and unwavering support. Together, we will continue to build a future where every Titan thrives.

With pride and excitement for what lies ahead,



A handwritten signature in black ink that reads "Jennifer Mojarro".

Jennifer Mojarro
Director, Career Center

Career Center **Vision**

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

Career Center **Mission**

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

Providing Guidance

Sharing Resources

Connecting with Employers

Instilling Confidence

Career Center Pillars

EXPLORE

To discover your strengths and possibilities for future success



EMPOWER

To instill confidence

ENGAGE

To connect with yourself, campus, employers and the world at large



EXECUTE

To take action

DEMOGRAPHICS

This data provides a snapshot of the dynamic students we served during the 2024-2025 academic year.

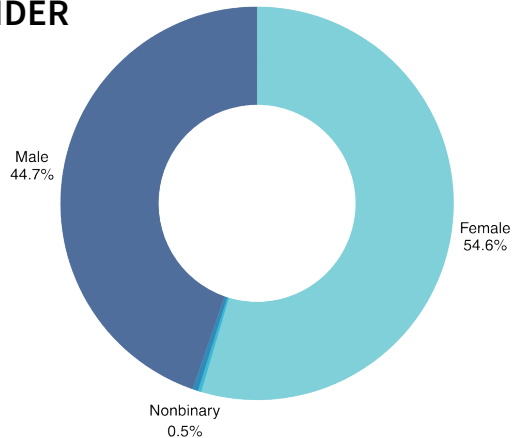
7871 served

7427 enrolled students

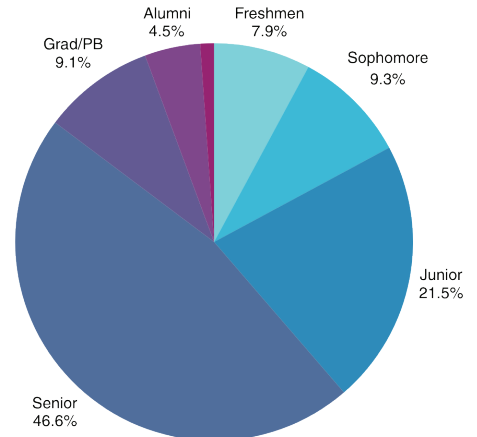
356 alumni

88 extension students

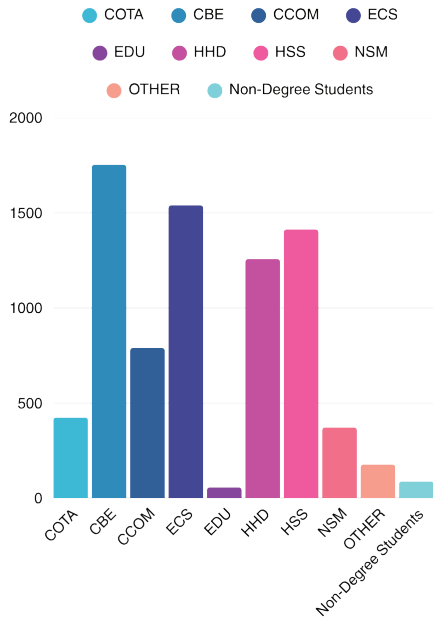
GENDER



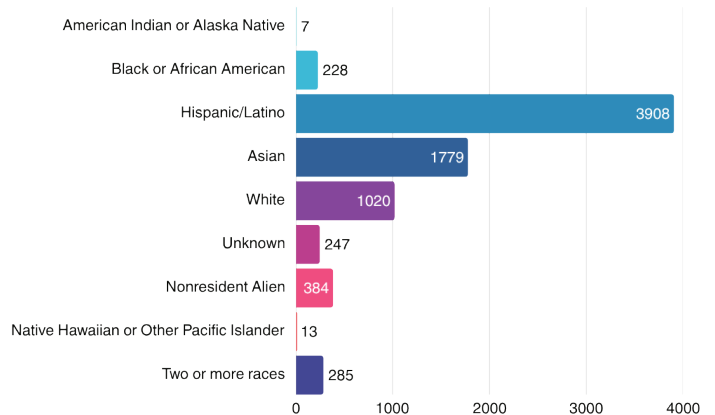
CLASS STANDING



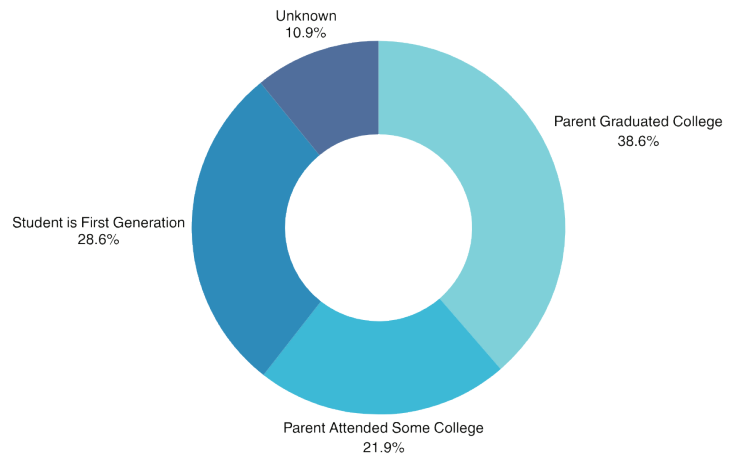
COLLEGE



ETHNICITY



PARENT COLLEGE LEVEL

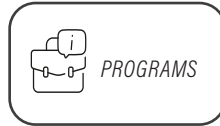


EXPLORE

These Career Center events, programs, and services give students the opportunity to explore careers, unveil strengths, and unlock possibilities.

WORKSHOPS AND PRESENTATIONS

444
events



22,341
attendees

CAREER FAIRS

8
CAREER FAIRS
4,551
ATTENDEES



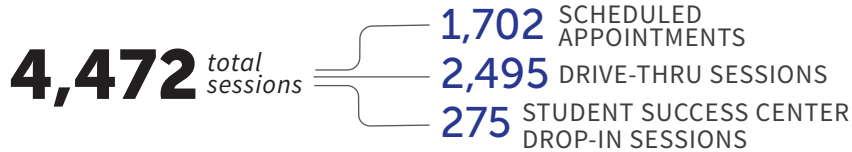
357
companies in
attendance



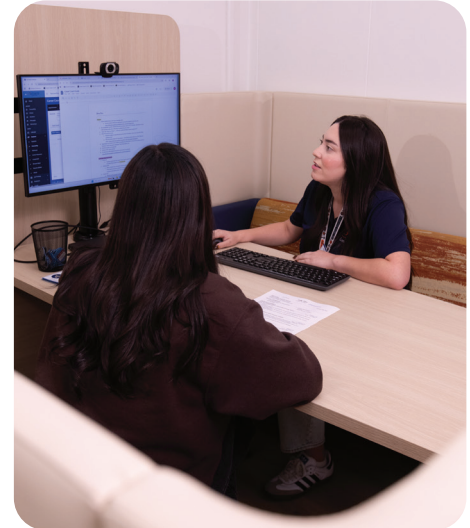
EMPLOYER-HOSTED INFORMATION SESSIONS

16 sessions  **391** attendees

CAREER ADVISING AND COUNSELING



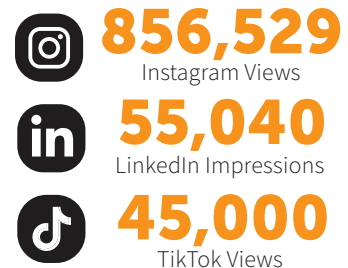
JOB AND INTERNSHIP LISTINGS



CAREER READINESS TECHNOLOGY



SOCIAL MEDIA ANALYTICS



EMPOWER

The Career Center's signature programs empower students to pursue success.

AM FIRST

started in



SPRING
2020

1ST & 2ND YEAR STUDENTS

 **7** cohorts

 **220** students

\$72,000 in scholarships awarded

TRANSFER, 3RD & 4TH YEAR STUDENTS

 **8** cohorts

 **346** students



AM FIRST

I am an **ARTIST**

COLLEGE OF ARTS STUDENTS ONLY

 **2** cohorts completed

2023: 25 students

2025: 16 students

\$7,500 in scholarships awarded

"This experience not only helped me prepare for my final semester, but also gave me the tools, confidence, and community to take meaningful steps toward launching my career. Being surrounded by such a diverse and inspiring group of students — each with their own unique story — reminded me of the strength we find in uplifting one another."

TITAN TAKEOVER

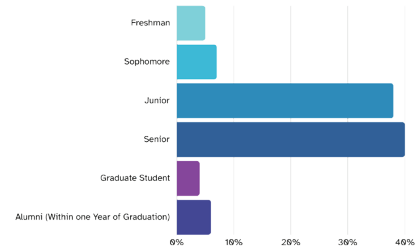
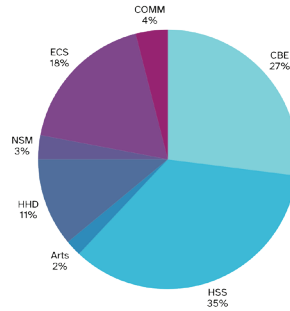
100 student participants



Program met or exceeded expectations



Students would recommend their host match



"The Titan Takeover program was an excellent opportunity to connect and engage with professionals in an industry where I previously had not considered working in, but now am interested in exploring opportunities in that field."



37 employer hosts



126 shadowing opportunities



Hosts willing to participate next year

percentage of employers who said students met or exceeded expectations:



"When students are eager to learn more about an agency that spark an interest in their career paths, the Titan Takeover program allows for them to get a brief, but meaningful, experience that can allow them the chance to decide what internships they want to pursue or careers they want to explore."

ENGAGE

Fall 2024 marked the 10th 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.

EMPLOYER DEVELOPMENT MODEL

3 CATEGORIES FOR ENGAGEMENT LEVELS

Our employer development model identifies target employers and classifies them into three categories, each representing their partnership and 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 or company-hosted tour
- On-campus interviews
- Employer partnership program

EMPLOYER TARGET LIST

Each academic year, the College Career 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
3 College Career Specialist vacancies in 24-25

20 EXISTING & NEW EMPLOYERS



COLLEGE OF THE ARTS




COLLEGE OF BUSINESS & ECONOMICS



COLLEGE OF COMMUNICATIONS



COLLEGE OF EDUCATION



COLLEGE OF ENGINEERING & COMPUTER SCIENCE



COLLEGE OF HEALTH & HUMAN DEVELOPMENT



COLLEGE OF HUMANITIES & SOCIAL SCIENCES



COLLEGE OF NATURAL SCIENCE & MATHEMATICS

EMPLOYER ENGAGEMENT INITIATIVE

OVERALL RESULTS

167 EMPLOYERS
TARGETED



34 NEW EMPLOYERS



178 EMPLOYER
ENGAGEMENTS

ENGAGED TARGETED EMPLOYERS

Google ON-CAMPUS ENGINEERING RESIDENCY - YEAR 8

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...



STUDENT ENGAGEMENT SPOTLIGHT

NATIONAL STUDENT EMPLOYMENT WEEK

From April 14th to 18th, 2025, the Career Center hosted National Student Employment Week, a week to engage student employees and recognize their contributions to the university.

3 EVENTS

2 OPPORTUNITY
DRAWINGS



526
STUDENTS
ENGAGED

EXECUTE

The following data highlights CSUF students' readiness to take action and their success after entering the workforce.

STUDENT COMPREHENSIVE SURVEY

841 COMPLETED SURVEYS

8726 TOTAL SURVEYED

10% RESPONSE RATE

STUDENTS STRONGLY/MODERATELY AGREED:



Utilizing these services has been a valuable learning experience



Expectations were met



Recommend other students take advantage of these services

OVERALL HIGHLIGHTS

Most Utilized Career Center Services

50% Career Fairs & Expos **40%** Workshops
31% Titan Connection: Jobs & Internships **30%** Scheduled Appointments
32% Career Center Electronic Resources

Top Reasons For Using Career Center Services

48% Help with Internships **46%** Help with My Job Search
40% Help with Career Exploration **27%** Help Developing Academic and Career Plans
26% Major Exploration



CAREER SPECIALIST AND COUNSELING APPOINTMENTS



88% Meeting with a College Career Specialist was a valuable learning experience

86% College Career Specialist provided valuable career options based on my major and interests

84% College Career Specialist provided insightful industry information that was related to my major and interests

STUDENT APPLICATIONS

Part-Time Positions

61% Applied to one or more part-time jobs

37% Interviewed for one or more part-time jobs

23% Offered one or more part-time jobs

Internships

57% Applied to one or more internships

29% Interviewed for one or more internships

17% Offered one or more internships

Full-Time Positions

38% Applied to one or more full-time jobs

20% Interviewed for one or more full-time jobs

9% Offered one or more full-time jobs

Graduate School

14% Applied for a grad school program

5% Interviewed for a grad school program

8% Been accepted into a grad school program

STUDENT LEARNING OUTCOMES

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

91% Develop an effective resume

85% Conduct a job search

50% More individual appointment availability

33% More services in visible campus locations

85% Explain how my major is related to career opportunities

83% Prepare for an interview

33% More evening workshops

32% More online webinars

AREAS OF IMPROVEMENT

EXECUTE

EMPLOYER HIRING TRENDS

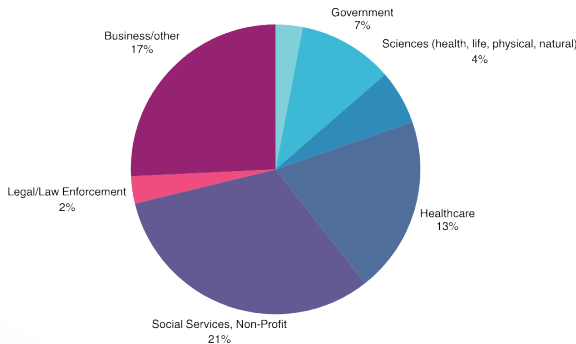
A survey was sent to 2,842 employers in July 2025 to gather information regarding the number of CSUF students hired, company size and industry, and career readiness competencies. Data does not reflect number of any unpaid hires.



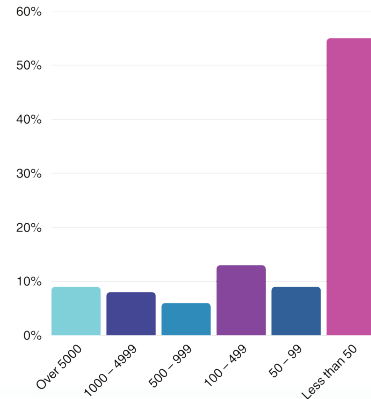
TOP EMPLOYERS RECRUITING TITANS



EMPLOYER INDUSTRIES



ORGANIZATION SIZE BY NUMBER OF EMPLOYEES





CAREER COMPETENCIES

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

TECHNOLOGY 88%	TEAMWORK 90%
COMMUNICATION 92%	CAREER & SELF DEVELOPMENT 89%
EQUITY & INCLUSION 87%	CRITICAL THINKING 89%
PROFESSIONALISM 90%	LEADERSHIP SKILLS 83%



LEVEL OF STUDENT SATISFACTION



STUDENT SPOTLIGHT

David Gomez '25 — from the I Am First program to Deloitte

David, a first-generation college student, grew up in Lake Forest, California playing competitive sports like club soccer, cross country and track and field. These experiences helped him develop his drive and competitive edge, which he used to pursue a double concentration in accounting and finance and a spot in the Business Honors Program. David joined the Career Center's I Am First program during his freshman year, which directly contributed to him landing a full-time job offer with Deloitte, a "Big Four" accounting firm.

Q: You started out at Deloitte as an intern. How did you first learn about the internship opportunity?

My mentor in the Business Honors Program worked for Deloitte, so he was able to give me insight into how the company works and the recruiting timeline. I also met a recruiter through the Business Honors Program who connected me with the opportunity.

Q: After completing the internship, what was the process like before receiving the full-time job offer?

Because I got my foot in the door early on at Deloitte, I was able to progress and prove myself within the organization. That being said, there was not an extensive or formal interview process before I received the full-time offer. I conducted an exit interview and performance evaluation for my internship and I received an offer during that interview.

Q: How did your experience in the I Am First program impact your career journey?

I Am First gave me a sense of security and comfort because it made me realize that I am not the only first generation student on campus trying to navigate college alone. The program's networking sessions, professional development, and personality workshops I was able to build confidence in myself and my ability to earn my Bachelor's.



Q: The I Am First programs features a mentorship component. What insights did you get from mentorship and how did they shape your career trajectory?

I learned a lot from the I Am First program's leaders, Stephanie Reyes and Rosie Victor. Through them, I had a friendly face on campus that I could go to if I had any questions related to my college experience or my career post-college. I am very grateful that I was a part of I Am First because of the financial and emotional support they provided.

Q: I Am First puts a lot of emphasis on personal branding. Did you find that developing your personal brand helped you land this role?

Absolutely. Going into college, I felt that I was at a disadvantage as a first-generation student. Through the program and personal branding workshops, I was able to realize that I should embrace my first-generation status as part of my identity because it emphasizes my drive and ambition. I am representing myself but also my family who didn't get a chance to pursue their dreams through higher education.

Q: What two NACE competencies were the most important in helping you prepare for your career?

Technology is probably the first thing that students should focus on. Developing any tech skills regardless of major is super important. If you can build a technological skill into your resume, like learning to code, learning Excel, or doing research on A.I., that will help you stand out.

I also think communication and professionalism are important and go hand-in-hand. How you communicate with recruiters or within an organization will determine your level of professionalism. If you don't know how to advocate for yourself or present yourself in the right way, it could come off as unprofessional, which could limit your chances of receiving an offer or progressing within your organization. Simple things like proper email etiquette or career fair communication will propel you in your career journey.

Q: What advice would you give to other students who are applying to jobs right now?


It's never too late to start applying, but start as soon as possible. Most students fall into the trap of waiting until senior year to start submitting applications, but the job market is competitive right now. Some, but not all, companies will have opportunities for underclassmen or first years, so start early and be meticulous and strategic in your search. Set clear goals so you don't waste time applying to positions you don't really want. Reflect on your long-term goals and search for positions that align with those values. Also, tailor your resume to specific job postings to highlight relevant skills.

CSUF

Career Center

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MANAGEMENT**

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