

COLLEGE CAREER SPECIALIST 2019-20 EMPLOYER ENGAGEMENT

Fall 2019 marked the fifth year of the employer engagement initiative led by the Career Center's eight 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**



categories based on their level of engagement with the Career Center.



CATEGORIES FOR ENGAGEMENT LEVELS

This employer development model identifies target employers and allocates them into one of three



EMPLOYER **DEVELOPMENT MODEL**



- · 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



- Workshop facilitation
- · College engagement
- Resume critiques/ Mock Interviews
- Job Shadow program/ Company-hosted tour
- On-campus interviews
- Employer Partnership program

Percentages below indicate employer engagement categories based on departments targeted.

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29%







38%

19%

43%













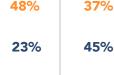
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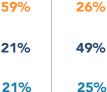
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7%

EMPLOYER TARGET LIST



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 ENGINEERING RESIDENCY - YEAR 3

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.

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TARGETED EMPLOYERS

The companies and organizations listed below are some of the 228 targeted employers.































































